DECEMBER 29, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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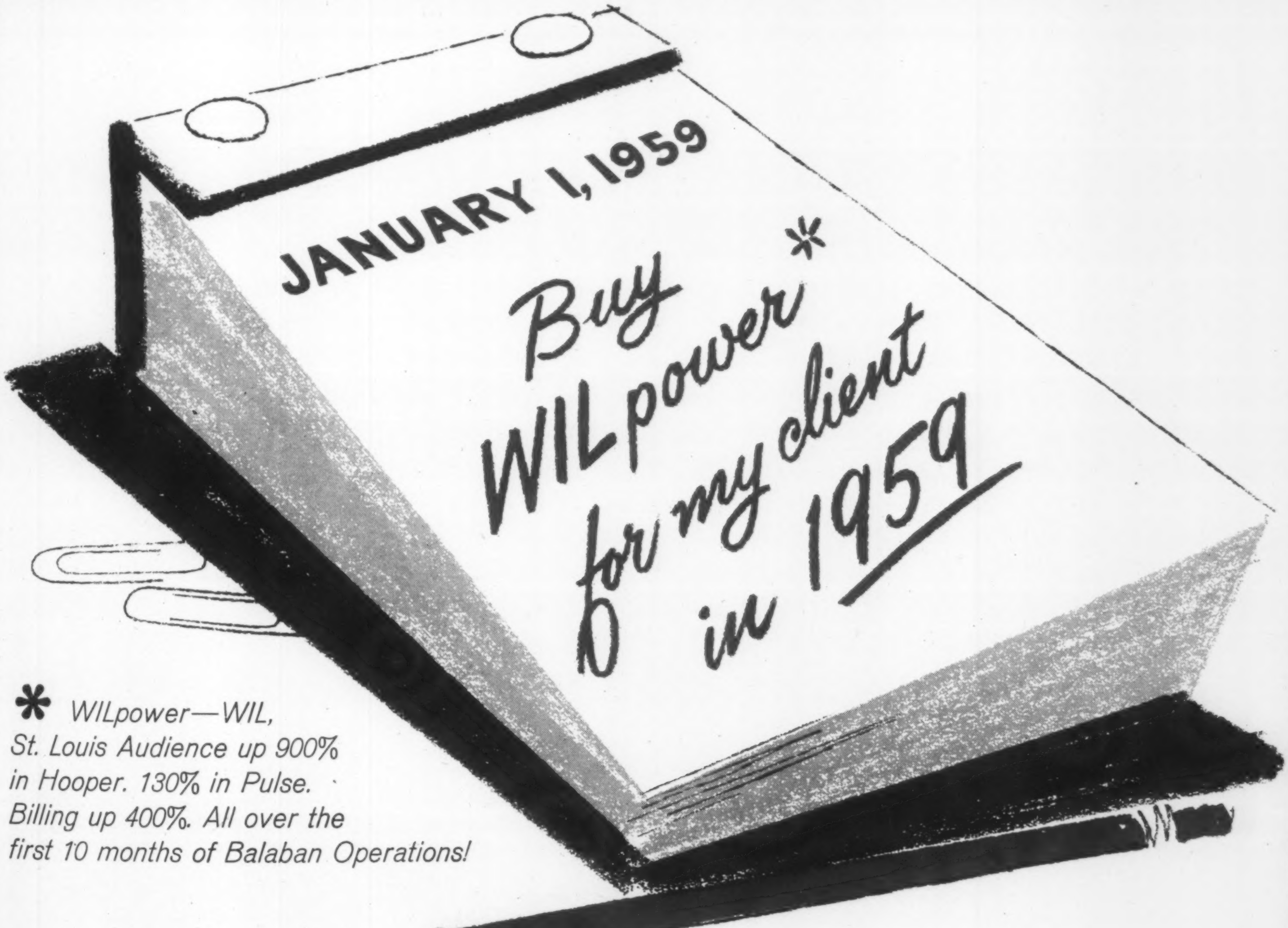

JANUARY 1, 1959
Buy WILpower* for my client in 1959

* WILpower—WIL, St. Louis Audience up 900% in Hooper. 130% in Pulse. Billing up 400%. All over the first 10 months of Balaban Operations!

WIL ST. LOUIS

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
and you BUY the people who BUY

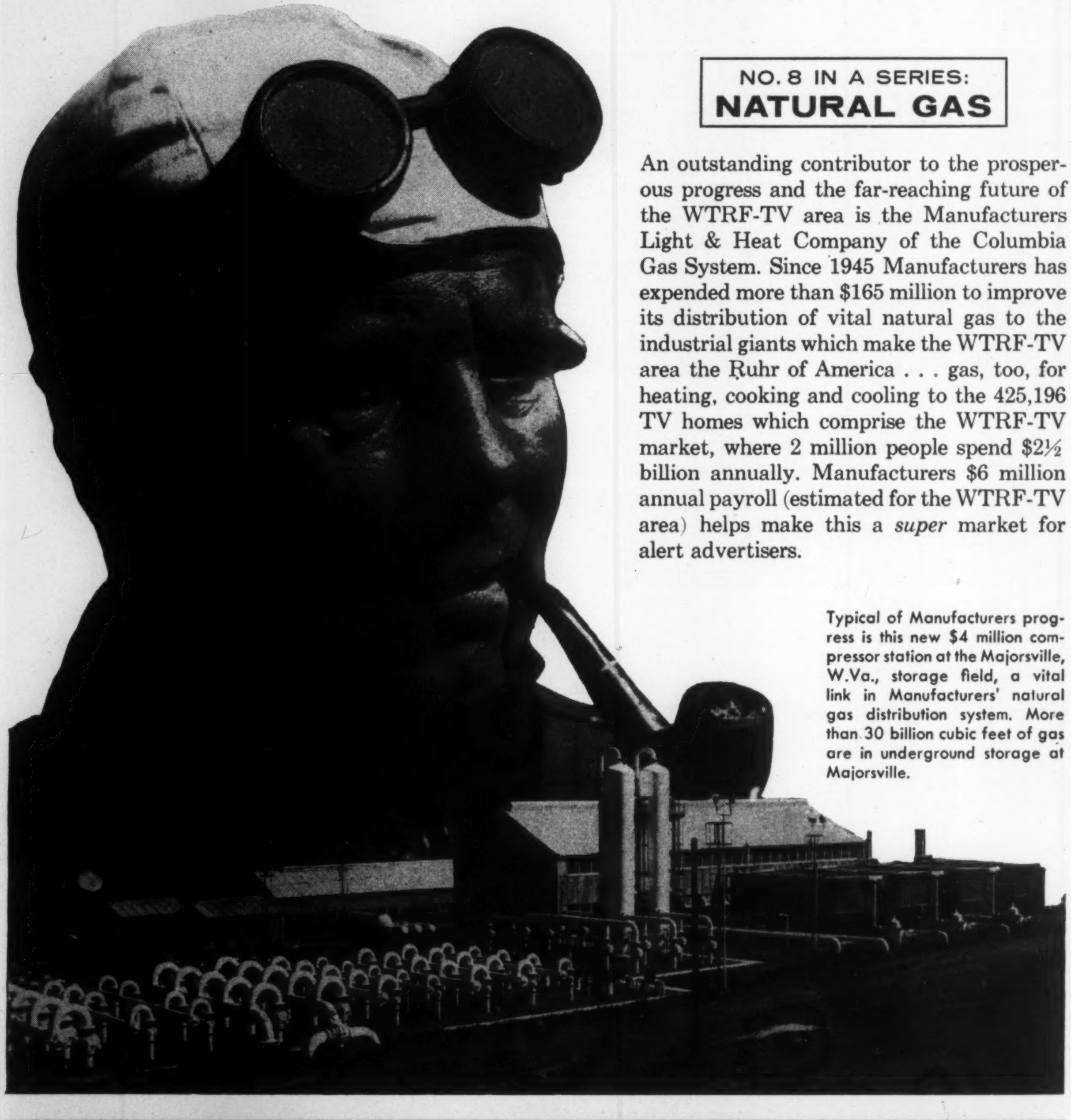
WIL
St. Louis
KBOX
Dallas
WRIT
Milwaukee

THE BALABAN STATIONS
in tempo with the times
JOHN F. BOX, JR., Managing Director
Sold Nationally by Robert E. Eastman

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley



NO. 8 IN A SERIES:
NATURAL GAS

An outstanding contributor to the prosperous progress and the far-reaching future of the WTRF-TV area is the Manufacturers Light & Heat Company of the Columbia Gas System. Since 1945 Manufacturers has expended more than $165 million to improve its distribution of vital natural gas to the industrial giants which make the WTRF-TV area the Ruhr of America . . . gas, too, for heating, cooking and cooling to the 425,196 TV homes which comprise the WTRF-TV market, where 2 million people spend $2½ billion annually. Manufacturers $6 million annual payroll (estimated for the WTRF-TV area) helps make this a *super* market for alert advertisers.

Typical of Manufacturers progress is this new $4 million compressor station at the Majorsville, W.Va., storage field, a vital link in Manufacturers' natural gas distribution system. More than 30 billion cubic feet of gas are in underground storage at Majorsville.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf tv

CHANNEL 7

For Action at Lowest Cost

86%* of CBS Commercial Time

is ordered on

WTHI-TV
TERRE HAUTE
INDIANA

*Basis: 1958
Fall Schedule

Channel
10

WTHI-TV

CBS • ABC

Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston

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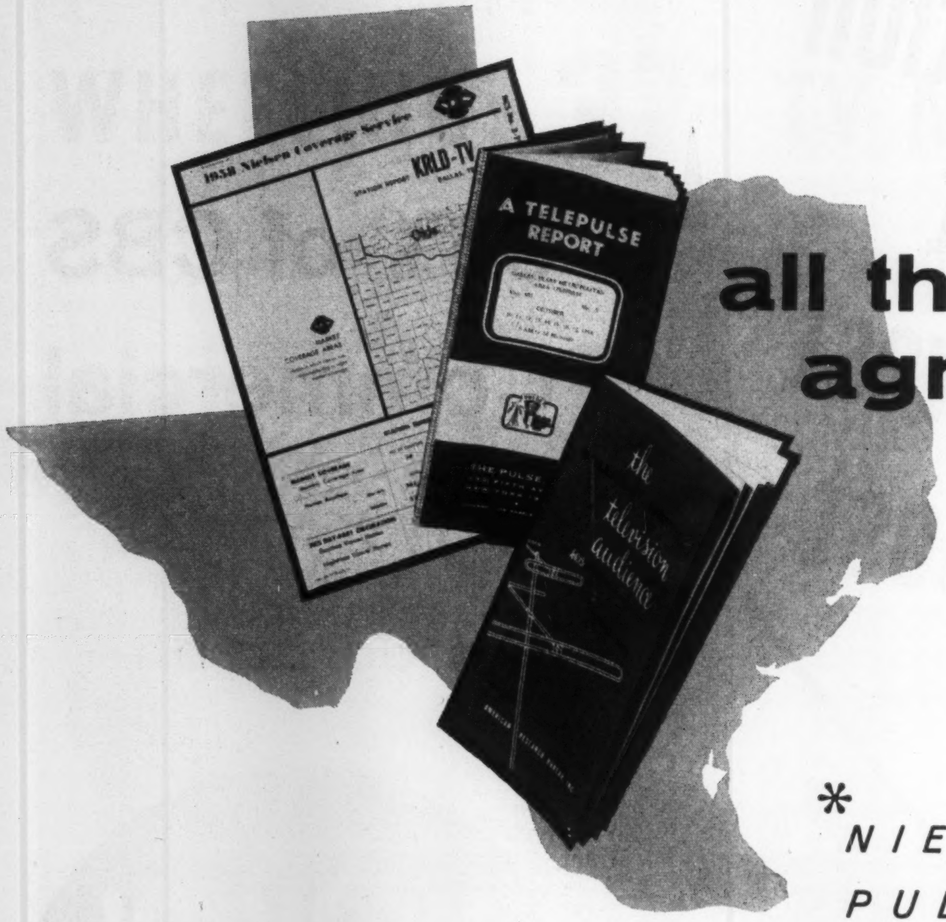

all three* agree in Texas

*NIELSEN
PULSE
ARB

KRLD-TV IS FIRST *again!*

FIRST IN AUDIENCE: ARB's latest Dallas-Fort Worth report shows that KRLD-TV dominates in audience share from sign-on Sunday morning to sign-off Saturday night. The Nielsen Station Index (November, 1958) also shows more TV homes watch KRLD-TV than any other station in the Dallas-Fort Worth area!

FIRST IN POPULARITY: The latest Dallas Telepulse lists 15 out of the top 18 once-a-week shows and seven of the top ten multi-weekly shows — all on KRLD-TV.

FIRST IN AREA OF COVERAGE: KRLD-TV, with its low-band channel, and telecasting with maximum power from its tremendous tower (1,685 feet above average terrain), has the largest circulation of any station in the southern United States!

KRLD-TV

The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit.

DEC. 31 DEADLINE • Dr. George Town, executive director of Television Allocations Study Organization, has New Year's Eve chore which his friends hope won't interfere with festivities in seeing New Year in: He's promised faithfully that he will get final report in mails to members of TASO board of directors before 1959, even if it means Dec. 31 mailing. Since directors must approve report before submission to FCC, looks like it may be mid-January before uhf-vhf propagation and equipment analysis and recommendations are in hands of FCC. TASO has one more project underway. This is study of use of directional antennas. This won't be completed for several months, it's understood. TASO was set up late in 1956, following call for "crash program" by then FCC Chairman George C. McConnaughey.

•

There's more than ASCAP consent decree's so-called "most favored nations clause" for radio stations to think about in deciding whether they'll (1) sign up for one-year license renewals on present terms —which was ASCAP's offer—or (2) ask court to set "reasonable" rate. Latter is course favored by All-Industry Radio Music License Committee since ASCAP said radio stations would get lower rates no other way [LEAD STORY, *Dec. 8*]. *Some legal experts, pointing out that ASCAP has already renewed number of licenses at present rates until late 1963, interpret consent decree to mean this fact alone will prevent court from fixing higher rates, but there's no universal agreement on this. Others interpret other provisions of decree as not necessarily preventing court, as distinguished from ASCAP, from setting higher rates.*

•

ANOTHER AVENUE • Actually, according to number of experts, there's a third course open to stations, aside from one-year renewals or court fight. This is to ask for five-year renewals like those ASCAP was granting up to few months ago. These authorities feel that while various consent-decree provisions might or might not keep court from setting higher fees, they specifically would prevent ASCAP itself from refusing to issue five-year renewals like those it's been granting. According to this body of opinion, then, stations individually must decide whether to (1) go to court and take their chances on higher fees; (2) accept one-year renewal and take chances they'll be no worse off than if they went to court, (3) ask for five-year renewal and hope they guessed right and won't have to live five years with rates worse than if they went to court. All-Industry Committee, of course, seems confident that court will lower rates though it agrees such lowered rates would not be applicable to stations that renewed and didn't go to court.

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At urging of affiliates, ABC-TV will change policy on breaks in daytime shows beginning Jan. 5. Network will allow for one 63-second break at end of half-hour shows rather than two 30-second breaks, one at middle, one at end. Affiliates say it's easier to sell one long time period than two short ones. New break will allow for 60-second spot, 3-second local ID.

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SPECTRUM EVALUATION • Lid is tightly clamped on activities of President's Special Advisory Committee on Telecommunications which is making quickie exploration of frequency allocation and management problem [CLOSED CIRCUIT, Dec. 15] with report due by first of year. With only meager information on which to go, it's generally thought that committee is functioning as pilot group and won't attempt to make depth recommendations. Rather it's felt it might recognize need for overall spectrum analysis, either by special government commission or possibly, as proposed on Hill, by joint congressional committee on spectrum utilization and allocations. Report first will go to OCDM Administrator Leo A. Hoegh and thence presumably to President Eisenhower.

•

Christmas wasn't what it used to be for FCC members and their families. Prior to House Oversight Committee hearings, commissioners found themselves surfeited with all sorts of offerings—mostly delectable edibles like country and Smithfield hams, smoked and fresh turkeys, quail, fruit baskets, cheese, nuts and other delicacies. This year, according to commissioners' wives, pickings have been slim indeed, being mostly calendars, letter openers, candles and other standard non-edible trinkets.

•

MORE TIME NEEDED • FCC will wind up 1958 exactly where it started year—consideration of tv allocations. This Wednesday (Dec. 31) Commission is due for final staff briefing on allocations in hope that it can come close to agreeing on report to Senate when it convenes Jan. 7. But prospects were dim for any conclusive action.

•

In its consideration of various alternatives [CLOSED CIRCUIT, *Dec. 22*] *cursory consideration has been given to possible easing of vhf situation by moves out of New York and Los Angeles (each having seven v's) possibly two or three assignments. But there are many complications and, unless stations themselves applied for moves, it's feeling nothing can be done short of general reallocation.*

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1960 • From logistics standpoint, networks would prefer to see national political conventions held in New York in 1960 but would settle for Chicago and, perhaps, not too reluctantly accept San Francisco. Rub is that there's no assurance that conventions will go to same city or that either of three cities will be selected. Still definitely in running are Philadelphia and Miami, with former apparently having much to commend it in eyes of both GOP and Democratic committeemen.

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Because Chicago has had all except two Democratic conventions since 1932, other city bidders make no bones about their feeling that Windy City should not have "monopoly" on quadrennial forgatherings. Networks also have let it be known that if same city is selected by both parties, they would want minimum of week separation between conventions. If different cities are selected, their requirements will be minimum of two weeks.

•

ALL FOR ALVAREZ • Helen Alvarez, who last spring sold her interest in KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, to co-owner Jack Wrather Jr. [AT DEADLINE, May 12], is looking over tv properties with reported goal of acquiring legal limit of five vhf stations. Possible first of new Alvarez list: KLAS-TV Las Vegas, if preliminary conversations with owner, H. M. Greenspun, also publisher of the *Las Vegas Sun*, materialize.

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There are internal stresses within FCC on how to handle community antenna problem. One school feels that FCC should not authorize microwave relays for CATV unless applicant has consent of originating stations to pick up programs but Common Carrier Bureau, which handles CATV permits, insists this isn't necessary. On other hand, FCC requires consent of originating stations for translators, boosters and other means of providing extended service.

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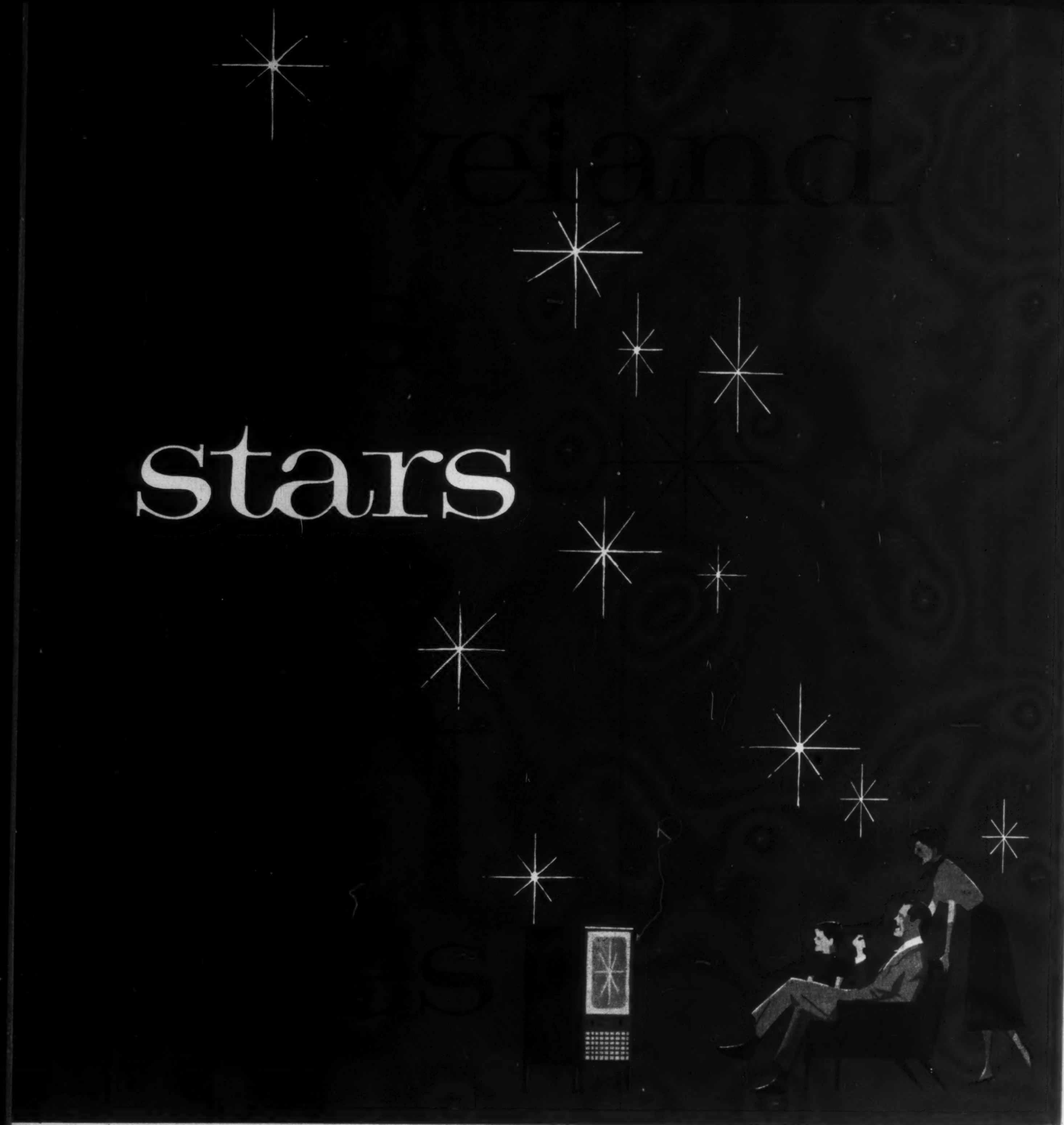
DIM PROSPECT • Incidentally, FCC experts put little credence in suggestion that CATV operators could finance cost of buying tv broadcast rights by selling time to local advertisers [CLOSED CIRCUIT, Dec. 22]. Once they accept advertising for pay, it's pointed out, they would no longer be simply supplying antenna service but actually would become program contractors which would subject them to licensing controls as broadcast services.



WITH WJW-TV'S BIG MOVIES!

WJW-TV has skyrocketed to the top with the **BIG STARS** in all **THE BIG MOVIES** from Warner Bros, 20th Century, and United Artists. Take the late shows for instance at 11:20 PM - 12:45 AM . . . an average 9 A.R.B. rating Sunday through Saturday. Add to this the great new Paramount Features and you have a galaxy of stars selling for you. Represented by The Katz Agency, Inc.

"Famous on the local scene"

WJW·TV

CHANNEL 8

CBS • CLEVELAND, OHIO

STORER BROADCASTING COMPANY

Storer Television

WJW-TV Cleveland • **WJBK-TV** Detroit • **WSPD-TV** Toledo • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

THE WEEK IN BRIEF

Are Newspapers Oversold?—Blair-Trendex survey finds 36% of New Yorkers polled say they're not inconvenienced by closing of newspapers in current strike. On business front, radio-tv stations hang out SRO signs, some claim to have signed "strike advertisers" into next month, Page **27**.

$185 Million Worth of Account Switches—Automobile account bumping and wholesale changes among toiletries products helped make 1958 a peak year in agency switches. Settled among others were Buick, Chrysler, some Ford business, some pending Colgate-Palmolive business, the Kolynos affair, Maxwell House, Frigidaire, Swift & Co., Mennen, Pabst and some Chesebrough-Pond's. Page **29**.

To Fight Co-op Ad Tax—Trade association and taxpayer groups plan to form ad hoc committee Jan. 6 to fight 10% manufacturers excise tax levied on $2 billion annual co-op advertising expenditures. Federal Excise Tax Council sponsors meeting. Page **35**.

Less Barter for Bon Ami—New 1959 ad budget for Bon Ami Co. delegates barter tv to less conspicuous role as cleanser firm gets set to introduce three new products on radio. Page **36**.

Keyes, Madden & Jones Shifts—Chicago agency shuffles people and accounts as Executive Vice President Howard A. Jones moves up to succeed President Edward D. Madden, resigned. Page **36**.

Summer Out-of-Home Listening at Peak—So reports Pulse which finds this segment of audience at its highest level in 1958. Survey covers July and August. Page **36**.

Soap: Buys and Buyers—B. T. Babbitt Co. purchases Charles Antell Inc. several days after rival Colgate-Palmolive Co. buys Wildroot Co. Page **40**.

National Theatres-NTA Deal—Court approval indicated for National Theatres' application to distribute film theatrically, removing roadblock to NT's stock purchase of NTA. Page **42**.

Tv Network Gross Up—Billings in October were $52.2 million for gain of 6.6%; in the January-October period the total went over $460.6 million for a 10.1% advance. Page **46**.

Moscow Trouble Again—NBC's correspondent Irving Levine spanked for censorship violations, denied microphone "until further notice." Move further curtails limited reporting from Moscow, leaves only ABC able to broadcast on the air. Page **46**.

Screen Actors Balloted—SAG members are asked for opinion on whether the union should retain research company to conduct study of feasibility of SAG-AFTRA merger. Videotape jurisdictional controversy between the two unions is reviewed in SAG board report. Page **48**.

Business Was Better—Tv advertising expenditures totaled $1.42 billion in 1958, up 10% and an alltime record, NAB yearend summary shows. Radio rose 3% to $641 million. Arrival of videotape as a basic broadcast facility described by NAB President Harold E. Fellows as one of year's most exciting developments. Page **51**.

Tv Horse-Trading Criticized—Report to House Committee proposes curtailment of station sales. Ban on *ex parte* contacts urged in recommendations by Robert S. McMahon, research specialist. Page **54**.

Facing the Oversighters—Legislative Oversight Subcommittee meets in Washington today with congressional mandate to submit report by Jan. 3, when subcommittee expires. Report is far from completed with individual members having many divergent ideas on what recommendations should be included. Page **54**.

Boston Ch. 5 Review Set—Boston ch. 5 rehearing begins Jan. 5. *Boston Globe* intervention bid goes before full Commission. Page **56**.

Space Relay Tests—They're proving "excellent" to "near perfect." Atlas satellite communications techniques seen improving utilization of higher bands for long range communications, including tv. But, warning sounded that time is now for allocations for space communications. Page **58**.

Radio-Tv in 1957: FCC Reports—Radio-tv broadcasting pushing $2 billion in total revenues, commissions and talent-production charges to outside organizations, FCC reports in 1957 annual financial report. Radio revenues in 1957 hit $517.9 million, income up 11% to $54.6 million. Tv revenues were $943.2 million, but income dropped 15.6%, to $160 million. Page **60**.

Right and Wrong—Supreme Court told appeals court is right, wrong—as Justice Dept. and FCC submit views, respectively, on correctness of appeals court ruling that Philco Corp. has right to protest against renewal of licenses of NBC's WRCV-AM-FM-TV Philadelphia. Page **68**.

FCC Turns Down Five Tv Pleas—Commission denies requests for reconsideration of five orders involving television assignments. Page **68**.

MR. McINTOSH

People & Profits: One Point of View—L. R. McIntosh, executive vice president, Grant Adv., Detroit, says in MONDAY MEMO this week that the answer to today's high cost of doing business for the advertising agency (like anyone else) is to get the most output from the best people. It means careful hiring, training and, "inevitably, culling," to achieve top efficiency for best client service and agency net profit, he concludes. Page **89**.

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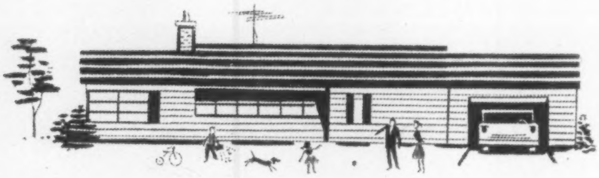
They buy as a family . . .

because they were sold as a family . . .

by their local Meredith station!



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. and Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

at deadline

Eidophore Color Projector Unveiled at Science Meeting

New large screen projection tv system—said to have contrast ratio as high as 100:1—ready for first showing anywhere over weekend to national and international scientists attending Washington convention of American Assn. for the Advancement of Science. Gear was previewed Friday.

First demonstration of Eidophore, Swiss development, presented by CIBA Pharmaceutical Products Inc. on Saturday. System used four times at convention, all for live, color productions.

Eidophore, invented in 1939 by Dr. Fritz Fischer, professor of applied physics and director, Dept. of Industrial Research, Swiss Federal Institute of Technology, Zurich, produces 32x24 ft. monochrome, and 16x12-ft. color picture on metallized screen.

Projector is 65x25x48-in., weighs 800 lbs. Light source is 2,000-w xenon lamp. Color added using field sequential (color wheels) system.

CIBA has complete package in 35-ft. trailer. This comprises four tv cameras, two projectors, public address system, two large screens, control equipment. Cost of mobile unit is $366,000.

Basic principle of Eidophore: Electrical impulses from camera control electron beam which bombards surface of film of oil on concave mirror. Light passing through resulting "wrinkles" in oil film is projected through special grating onto screen. Eidophore system uses electro-optical control of light beam from outside to produce picture (as compared to Schmidt system which uses high intensity tv tube).

Production models of projector expected to cost $13,000 each for black-and-white, $16,000 for color. CIBA announced it was working with 20th Century-Fox Film Corp. on broad commercial use of system.

Major Executive Changes Made In Leo Burnett Agency Shuffle

Leo Burnett Co., Chicago-based agency which passed $100 million billing mark this month, today (Dec. 29), announces major executive shuffle. Mr. Burnett remains as chairman of board and chief executive officer; Richard N. Heath, president, becomes chairman of executive committee, and W. T. Young Jr., executive vice president, moves up to president.

Extensive staff moves also see following take more prominent titles: DeWitt O'Kieffe, director and one of founders, named senior vice president; Draper Daniels, vice president in charge of creative departments, named executive vice president; Joseph M. Greeley, vice president in charge of marketing, named executive vice president; Philip H. Schaff Jr., vice president for finance, named executive vice president; Edward M. Thiele, vice president and director, named senior account supervisor.

Mr. Schaff also was elected to board of directors, as was Eldon M. Sinclair, vice president and manager of Canadian subsidiary.

Move called part of normal evolution to handle expanding business, and one which recognizes talent of agency's younger executives.

TV AUDIENCE UP

Tv network audience continues to gain; up 7% in average evening program audience and 5% in average daytime audience for January-November. Said Television Bureau of Advertising in releasing report Friday (Dec. 26) on 11 months of 1958: "[this] verifies the constant upward swing with the first 11 months of 1958 . . . setting new record highs." TvB reported average weekday daytime programs reached 140,000 more homes per broadcast than in 1957 (total of more than 3.1 million homes), while nighttime program audience had average increase of 556,000 homes (total of more than 8.8 million homes).

Jack Wrather, J. Arthur Rank Join in Tv Crime Production

Jack Wrather organization of Beverly Hills, Calif., and J. Arthur Rank of London will join forces to produce new tv series, *Interpol Calling,* based on files of International Criminal Police Organization. Production is to start mid-February at Rank Pinewood Studios, London, with Antony Perry as producer. Budget of $1.4 million has been allotted for 39 programs with world-wide distribution to be handled by Independent Tv Corp., owned jointly by Wrather & Assoc. TeleVision Ltd., London.

Arrangement is second British production association for Wrather. First was with Sapphire Films Ltd. for production of *Four Just Men,* also scheduled for early 1959 start. Joint Wrather-Rank announcement hailed association as marking entrance of Rank into tv film field, but last month agreement between Sol Lesser Productions of Hollywood and Sydney Box Tv, Rank subsidiary, was announced for production of minimum of four tv series at Pinewood with overall budget of more than $5 million [FILM, Nov. 10].

In making U. S. announcement, Mr. Wrather stated: "This entry of the powerful J. Arthur Rank organization into tv production, with their vast experience and distinguished reputation in the world entertainment field, will strengthen ITC and the entire U. S.-British tv industry in the increasingly competitive international market."

• BUSINESS BRIEFLY

FARMING CAMPAIGN • Massey-Ferguson (farm equipment) Racine, Wis., has signed for sponsorship of *Jubilee, U.S.A.* (Sat. 8-9 p.m.) on "better than 100" ABC-TV stations effective Jan. 10 through end of 1959. Markets are scattered throughout country with exception of New York. Needham, Louis & Brorby, Chicago, is agency.

BOWLFUL • CBS-TV completed sale of sponsorships for its holidays football bowl schedule. Gator Bowl game between Florida and Mississippi past weekend (Dec. 27) bought by Carter Products (Sullivan, Stauffer, Colwell & Bayles), participating with Renault Inc. (Needham, Louis & Brorby) and R.J. Reynolds Tobacco Co. (William Esty Co.). Orange Bowl game between Syracuse and Oklahoma on Thursday (New Year's Day) will be sponsored by Reynolds, Carter and Capital Airlines (last through Kenyon & Eckhardt). CBS-TV already had sold New Year's Cotton Bowl game between Texas Christian and Air Force Academy to Texas Co.

ABRITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Dec. 19-25 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Dec. 19	*Person to Person* (10:30 p.m.)	CBS-TV	23.6
Sat., Dec. 20	*Perry Como* (8 p.m.)	NBC-TV	29.8
Sun., Dec. 21	*Loretta Young* (10 p.m.)	NBC-TV	32.3
Mon., Dec. 22	*Lucille Ball-Desi Arnaz* (10 p.m.)	CBS-TV	26.2
Tues., Dec. 23	*Garry Moore* (10 p.m.)	CBS-TV	24.6
Wed., Dec. 24	*This Is Your Life* (10 p.m.)	NBC-TV	19.0
Thurs., Dec. 25	*Playhouse 90* (9:30 p.m.)	CBS-TV	19.0

at deadline

Gleason Released From Contract By Lever Bros., Pharmaceuticals

Jackie Gleason will bow out of weekly half-hour on CBS-TV (8:30-9 p.m. Friday), after Jan. 2 show. Lever Bros. and Pharmaceuticals Inc., co-sponsors, have agreed to release him from contract.

Louis G. Cowan, president of CBS-TV, said star would appear in four one-shot specials next season: Two dramatic shows, one musical and show tentatively titled *Mardi Gras.* Mr. Gleason is under $100,000 per year contract to network, whether he works or not, until 1972.

Mr. Gleason is said to want to concentrate on special programs, duck "rigors of a weekly comedy series." He had top-rated Saturday night hour program before 1955 season, when he switched to half-hour *Honeymooners* under $7.5 million contract with Buick. That show was dropped from CBS-TV in 1956 after faltering against Perry Como, has since been in syndication. Latest series began Oct. 3 this year.

Both Lever and Pharmaceuticals have indicated they'll stay on in Friday night time. Top prospect at moment is full-hour western, *Rawhide,* in 8-9 p.m. period. If it gets green light, *Trackdown,* now in 8-8:30 slot sponsored by American Tobacco and Socony, would have to be moved.

Tax Hearing Scheduled

Public hearing scheduled for Jan. 8 by Internal Revenue Service on proposed revisions of excise tax on radio and tv receivers, phonographs, phonograph records and music instruments and exemption from tax of articles sold for use in further manufacture. Hearing will be held in Room 3313 Internal Revenue Bldg., Washington. Persons planning to attend should notify Commissioner of Internal Revenue by Jan. 5. Proposed regulations were published in *Federal Register,* Oct. 10.

KRCA (TV) Increases Spot Rates

Late changes calling for increases of $25-$200 in cost of announcements on participating programs at KRCA (TV) Los Angeles go into effect Thursday (Jan. 1) with usual six-month projection to current advertisers. Examples: Spots on *NBC News* (Mon.-Fri., 6:15-6:30 p.m.) rise from $400 to $425; on afternoon movies change is from $250 to $300; *Charley Chan* (10:30-11 p.m. Mon.) and *Zobel* (same time, Tues.) formerly $800 gross, with discounts up to 50%, now are $600 net with no discounts. At same time, KRCA institutes strip rate in Monday-Friday 7-9 a.m. period: $175 net per week for 20-second spots, $87.50 net for $10 second spots. Purchase of basic Class AA station breaks of 20 seconds at $800 net or 10 seconds at $400 net entitles advertiser to maximum discounts on all additional spots. One-minute station breaks are now priced at 1½ times applicable 20-second rates.

Justice Dept. Enters Hearing

Dept. of Justice has notified FCC it intends to participate in Boston ch. 5 rehearing on off-record allegations (see page 56). In official petition to FCC, Attorney General Rogers said antitrust division would participate, as it did in Miami ch. 10 rehearing. When Boston case was remanded to FCC to look into *ex parte* charges, court of appeals told Commission to notify Attorney General so he could intervene if he desired. Robert A. Bicks, first assistant to Judge Victor R. Hansen, assistant attorney general in charge of antitrust division, represented Justice Dept. in Miami case and presumably will play same role in Boston.

Sponsors Consider Satellites

Space satellites broadcasting commercials internationally under consideration at highest levels of Ford Motor Co. and Coca-Cola Co., according to statement attributed to Washington communications lawyer Andrew G. Haley, president of International Astronautical Federation. No law against it, Mr. Haley said Friday, but what he meant, he explained, was that he had heard officials of both companies discuss potential use of space relays for such purposes. Gist of statement, he emphasized, was urgent need for international action quickly in allocation of frequencies for space communications.

O'Neill Named WERE Chairman

Hugh M. O'Neill has been elected chairman of board of Cleveland Broadcasting Inc. (WERE Cleveland), station announced over holidays. Mr. O'Neill, member of WERE board since station's beginning in 1949, replaces late Herbert Gleitz.

SLIGHT RETAIL DIP

Department store sales in newspaperless New York estimated from down 1% to up 3% from last year's pre-Christmas season (Thanksgiving to Christmas Eve), according to Dun & Bradstreet. New York's sales correspond to rest of Mid-Atlantic region, compare with 0 to plus 4% sales range posted by country as whole. Dun & Bradstreet noted loss in downtown New York business made up in suburban areas. New York newspapers have been on strike since Dec. 10.

PEOPLE

EUGENE WOOTEN, president of Kennedy, Walker & Wooten, Los Angeles, retired because of ill health. Earl Kennedy succeeds him as president of agency, which on Jan. 15 will change name to Kennedy-Walker. **RICHARD BARRETT,** formerly of Stromberger, LaVene & McKenzie, Los Angeles, has joined Kennedy-Walker as copy chief.

DAVID CASSIDY, Los Angeles office of Adam Young Inc., has joined Bolling Co. as head of its office in Beverly Hills, Calif. **GEORGE W. BOLLING III,** former head of Southern California office, is returning to Bolling headquarters in New York. **ROGER SHELDON,** member of sales staff of KFMB San Diego, Calif., succeeds Mr. Cassidy in Adam Young's L.A. office.

JAMES L. COX, account executive in Glasser-Gailey for past year, elected vice president of Los Angeles agency. He formerly was manager of KDAY Santa Monica, Calif., following 13 years with station relations division of BMI in New York and Hollywood.

JOEL L. MARTIN, formerly with Emil Mogul Co., appointed vice president for research, media analysis and marketing, Gordon Best Co. **TOM WHITEHEAD** from George H. Hartman Co. to Best as copy chief and **LARRY RUBIN,** formerly with Lilienfeld & Co., named Best account executive.

HENRY UNTERMEYER, formerly manager of KCBS, CBS-owned radio station in San Francisco, has become San Francisco manager of Bandelier Films, Albuquerque-based producer of tv commercials. San Francisco offices at 750 Sutter St. will be opened Jan. 7.

ROBER SCHULMAN, Pacific Northwest bureau chief for *Time-Life-Fortune,* joins KING-AM-FM-TV Seattle Feb. 1 as director of special features.

Edward Bruce Noakes

Edward Bruce Noakes, 55, vice president and management service director, McCann-Erickson, died night of Dec. 23, after brief illness, at Queens General Hospital, N. Y. Mr. Noakes joined M-E in 1954 from Cecil & Presbrey, N. Y., where he was chairman of executive committee. He had been associated with C&P beginning in 1929. At McCann, he directed agency's activities in behalf of several national advertisers including, The Nestle Co., Schenley Distillers, National Cash Register, Corn Products, McGregor-Doniger, Esso-Flit, Dorothy Gray and Allied Chemical. His widow, former Anselman Borst, survives, as do two sons and two daughters.

Oregon Station Sold

KRMW The Dalles, Ore., was sold Friday (Dec. 26) by Oliver Earl to Marvin Ling for $35,000. Mr. Ling owns KAYT Rupert and KWEI Weiser, both Idaho. KRMW is 1 kw daytime on 1300 kc. Broker was Allen Kander & Co.

HEAR YE HEAR YE

It pleases Shreveport's first television station
to announce the appointment of
Messrs. HARRINGTON, RIGHTER and
PARSONS, Incorporated,
as ye official national representatives
...... effective the first day of January
in the year of our Lord,
Nineteen Hundred and Fifty-nine.
All within the sound of my voice take note.....
..... Hear Ye .... Hear Ye ....

KSLA TV

basic CBS *channel* 12 *shreveport, la.*

Now represented by HARRINGTON, RIGHTER and PARSONS, INC.

sold!...for 8 billion

dollars!

Food and drug sales in Storer markets totaled eight billion dollars*— a substantial share of which was sold through the impact of radio and television stations owned and operated by the Storer Broadcasting Company.

"SOLD ON A STORER STATION" is more than a slogan . . . it is a reality.

** 7 billion food, 1 billion drugs as reported by 1957 Sales Management "Survey of Buying Power."*

Storer Broadcasting Company

WSPD-TV Toledo, Ohio
WJW-TV Cleveland, Ohio
WJBK-TV Detroit, Mich.
WAGA-TV Atlanta, Ga.
WITI-TV Milwaukee, Wis.

WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WIBG Philadelphia, Pa.
WWVA Wheeling, W. Va.
WAGA Atlanta, Ga.
WGBS Miami, Fla.

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

VARIETY
is the life
OF RADIO

because it stands to reason that all listeners do not prefer the same thing.

Therefore, in order to best serve "most of the people most of the time," KOA-Radio adds variety to every phase of broadcasting.

There's great variety in entertainment as KOA combines the best of network shows with popular local programs. Variety in style and presentation distinguishes KOA's news coverage and public service programming. The appeal of talented variety in personalities is evidenced by KOA's loyal, responsive audiences.

Variety in programming can help you sell more effectively, too. On KOA-Radio, your sales message is unmistakably yours . . . individualized and delivered to create immediate sales action!

Represented nationally by
Henry I. Christal Co., Inc.

NBC
KOA Radio
DENVER
One of America's great radio stations
850 on your dial
50,000 Watts

12/58

OMNIBUS

The competitive intemperance of *Fortune* and *Life* in their recent assays of the television medium might well have been moderated had their editors been on the receiving end of "Dancing Is a Man's Game."

Gene Kelly, entertainer, doubled as television teacher in an *Omnibus* program that deserves at least the benefits of videotape permanence lent two hours earlier to a New York Giants touchdown. This educational and entertaining *Omnibus* hour merits more than repetition. It deserves expansion—similar programs based on feminine dancing, and then a co-ed version. The package offers materials for a season-long series.

The program was conceived and executed by dancer Kelly, who undertook to show that dancing has been a masculine art and custom through the ages. A dozen famed athletes—Mickey Mantle, Sugar Ray Robinson, Dick Button, Johnny Unitas, for example—were used in demonstrations of the historical and maneuvering ties between dancing and sports.

Mr. Kelly wisely avoided the maudlin trappings of show business and restrained the arty ingenuity of producers to emphasize functional treatment. His narration was natural and relaxed, priceless traits that occasional minor flubs could not tarnish.

Production costs: Approximately $90,000.

Sponsored by Aluminium Ltd. through J. Walter Thompson; on NBC-TV, Sunday 5-6 p.m. "Dancing Is a Man's Game" telecast Dec. 21.

Executive producer: Robert Saudek; co-directors: William A. Graham and Gene Kelly; writer: Mr. Kelly; m.c.: Alistair Cooke; feature editor: Mary V. Aherne.

SHIRLEY TEMPLE'S STORYBOOK

Strictly for the small fry. That sums up the impressions of two junior high school age girls who saw Shirley Temple's Mother Goose potpourri last week (oddly scheduled too late for most tiny tots). This is how they said it:

Kathy: "I liked it, although I feel it was strictly for the younger set. The program was composed very well. I wouldn't say it was really extremely good in comparison to Shirley Temple's other productions—like Rumplestiltskin, Sleeping Beauty, Beauty and the Beast. Mother Goose was not among Shirley Temple's best. I suppose, though, that in the eyes of the younger children it was good. It was really for them, I guess. Well, I think, naturally, throughout the whole thing they were trying to get down to the children and so they were trying to make it cute, you know, but every once in a while it was too cute. Her young son was about the cutest. It was kind of gooney to put all this love and stuff in, but again I suppose it was to impress the children."

Sue: "I thought it was satisfactory. It wasn't the cutest thing she did, but the costumes were real sweet. The children were darling. I thought the singing was outstanding. This wasn't as good as her other things. I like her playing parts. The color made the program sparkle. It made it so pretty."

Kathy: "I rather like her as a narrator. She's too sweet to play parts. Let the children remember her as a symbol, rather than as an actress."

Need more be said?

Production costs: Approximately $125,000.

Sponsored on NBC-TV in color and black-and-white, Sunday, Dec. 21, 8-9 p.m. by John H. Breck Co., Hills Bros. Coffee Inc. and Sealtest Div. of National Dairy Products Corp., all through N. W. Ayer & Son.

Production by Henry Jaffe Enterprises in association with Screen Gems. Producer: Alvin Cooperman; director: Mitchell Leisen; teleplay by Malvin Wald and Henry F. Greenberg, based on Mother Goose *rhymes; music by Mack David (lyrics) and Jerry Livingston (music); musical director: David Buttolph; choreography: Jon Gregory; costume designer: Gwen Wakeling; art director: William Flannery (sets based on drawings by art class of P.S. 176, Cambria Heights, N.Y.).*

Stars: Shirley Temple, Elsa Lanchester, Billy Gilbert, Carleton Carpenter, Rod McKuen, Lloyd Corrigan.

DR. I.Q.

The Los Angeles D.A. will never have to investigate this quiz—not only is it painfully obvious that contestants have not been given the answers, but the prizes are so minuscule (in the wake of *Twenty-One* and *The $64,000 Question)* that "fixing" *Dr. I.Q.* would be like John Dillinger knocking over an apple cart.

Why, then, has ABC-TV brought this ancient quiz show, smelling of Mars and Snickers candy bars, to television, to exhibit it in all its poverty and gimmickless state every Monday at 9:30 p.m.? Perhaps the network (which is sustaining the program until it attracts a sponsor, which may take a few years or so) is expanding its history department. Certainly *Dr. I.Q.* affords ripe material for students writing Ph.D. theses on "The Decline and Fall of the Tv Quiz."

Or perhaps the network is attempting to set a reverse trend by giving such small prizes. On Dec. 22, m.c. Jack Kennedy distributed a grand total of $78 (editor's note: that's right, 78 dollars, not including the $60 that The Lady in the Balcony, a continuing participant, was credited with).

While it should never be necessary for the government to investigate the show, it might be well for the Ford Foundation or some educational outfit to determine why the contestants are so obtuse. On Dec. 22, m.c. Kennedy told a southern lady in her middle years that 182 years ago the "father of our country" spent a dramatic Christmas eve that Americans have never forgotten. "For 15 silver dollars, Mrs. ———, where did Gen. Washington spend that dramatic Christmas eve in 1776?" The lady thought for a second and then responded, "Gettysburg?"

Production costs: Approximately $12,000.

Sustaining on ABC-TV, Monday, 9:30-10 p.m. Started Dec. 15. Live from Hollywood.

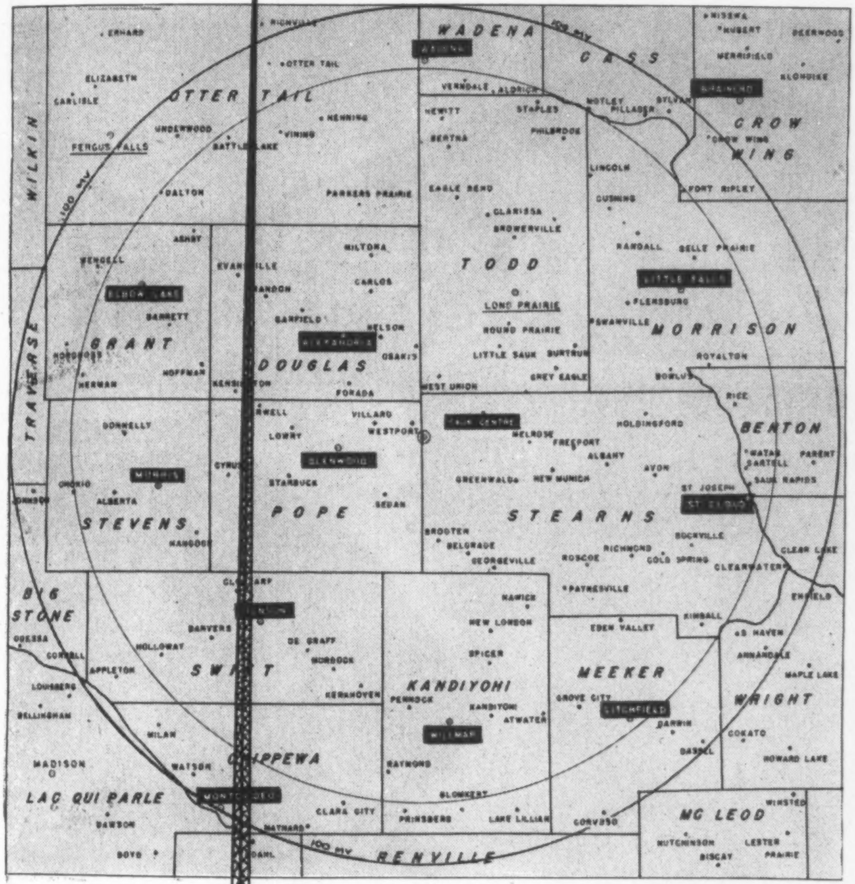
Producer-writer: Harfield Weedin; executive producer: Selig J. Seligman; director: Hap Weyman; art director: George Smith; research: Emily Rodgers; assistants: Mimi Walters and Kay Christopher.

WAY UP! 1130 FEET
above average terrain

if you're buying Minnesota . . . here's what you should know about the 25-county area reached by

KCMT

TELEVISION Channel 7
Alexandria, Minnesota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POPE
STEARNS
BIG STONE
SWIFT
KANDIYOHI
MEEKER
WRIGHT
CHIPPEWA
LAC QUI PARLE
MC LEOD
RENVILLE
100 MV

market data*

Population: 462,140
Farm Population: 181,290
Farm Families: 44,168
Total Households: 124,301
Number TV Households: 59,853
Retail Sales: $471,513,800
Gross Farm Income: $300,260,600
Retail Sales Per Household: $3,788
CSI Per Household: $4,286
Retail Food Sales: $84,810,400
Eating and Drinking Places: $30,201,200
General Merchandising: $43,179,000
Apparel: $16,755,900
Furniture—Appliances: $13,773,000
Automotive: $89,910,800
Gas Stations: $42,666,700
Lumber Bldg.—Hardware: $83,029,600
Drugs: $11,893,100

**Source: Sales Management and Spot TV*

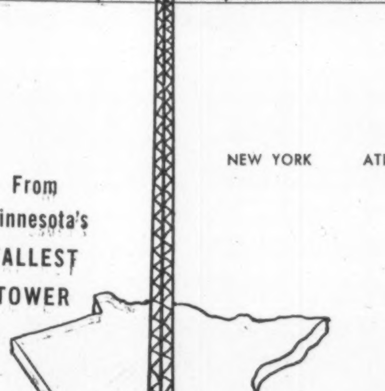
There's Excitement in Central Minnesota . . . since KCMT Television went on the air! In fact, there are 25 counties worth of excitement, all within the 100 mcv area. Excitement, yes . . . and, because television is brand new in this market, there is more impact, penetration, and retention, for your commercials.

Now Represented by

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

From
Minnesota's
TALLEST
TOWER



NBC **ABC**

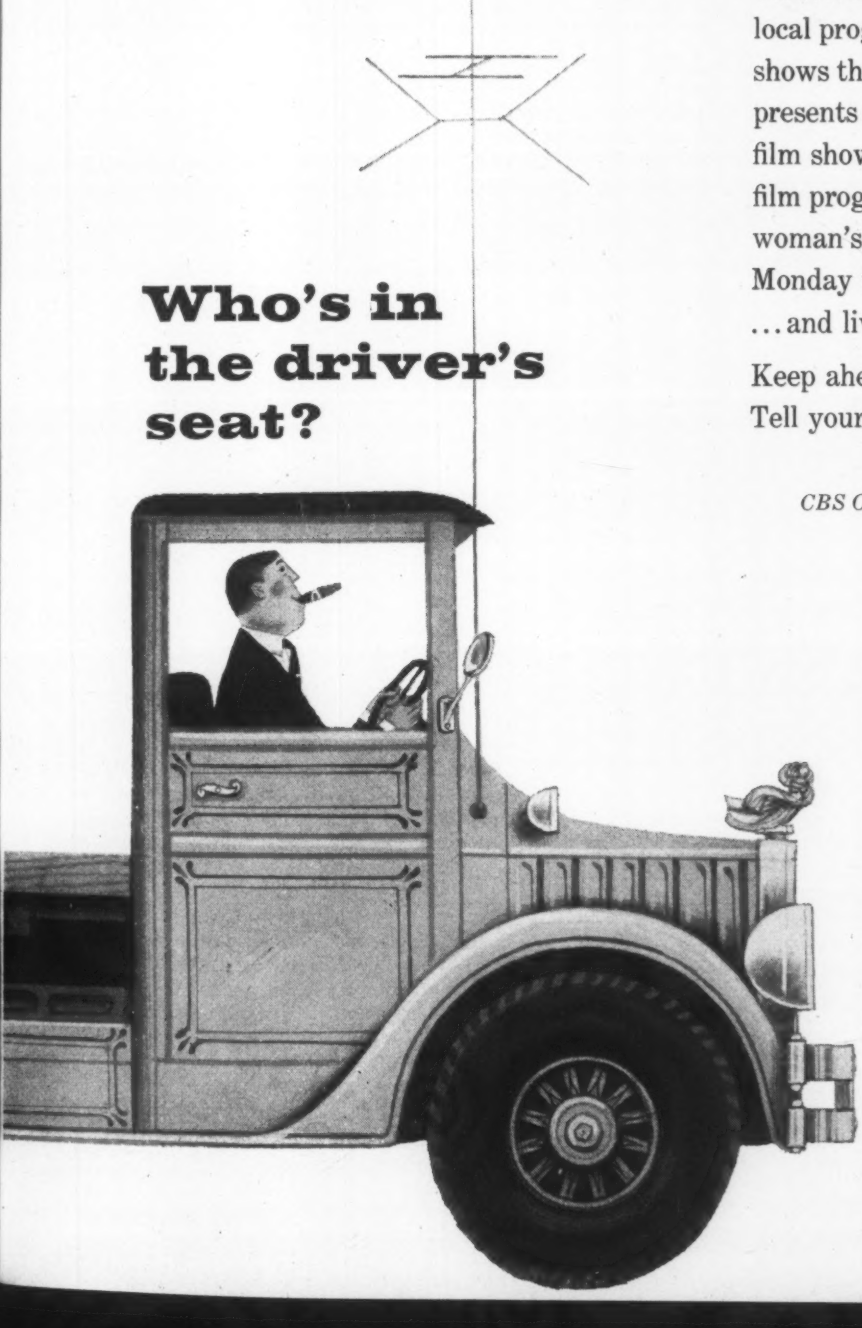
KCMT

TELEVISION Channel 7

Alexandria, Minnesota

Tower located at Westport, 25 miles southeast of Alexandria.
Power 26,300 watts at 174-180 megacycles.

Who's in the driver's seat?



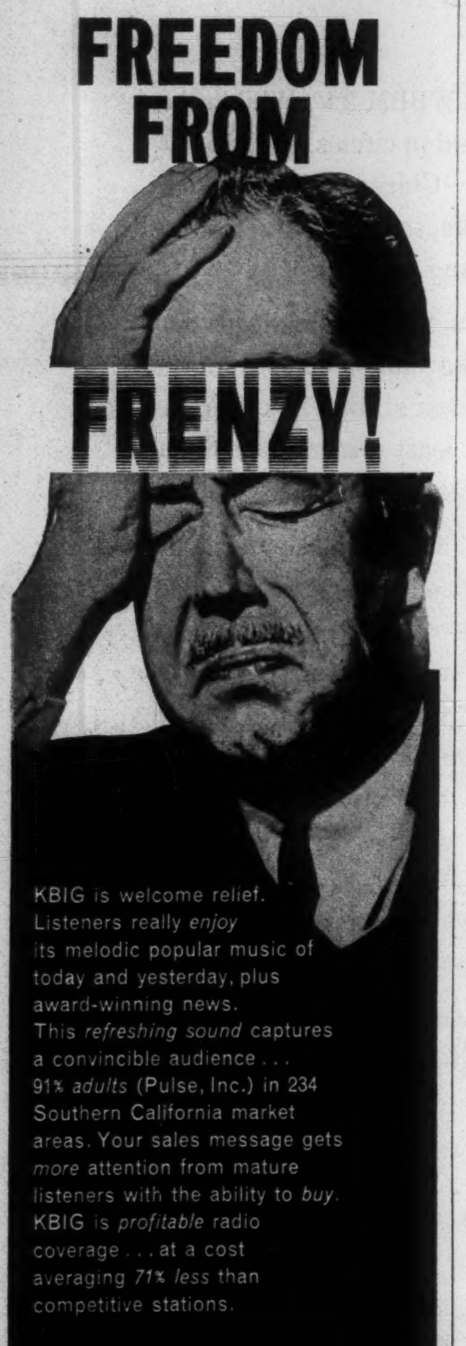
In Chicago, it's WBBM-TV! While other stations go round in circles, WBBM-TV stays out front—Chicago's *number one station,* month-in, month-out, according to all three rating services.

The competition, meanwhile, keeps on jockeying for the runner-up spot: during the past year, each station has been in second place at least once and each has been in *last* place at least once.

Channel 2's never-failing popularity is the direct result of a powerhouse CBS Television Network lineup *plus* top-rated local programming. For example, Nielsen shows that month after month WBBM-TV presents Chicago's *highest-rated* feature film show... thirty-minute syndicated film program... daytime adult program... woman's service show... news program... Monday through Friday nighttime strip ... and live variety program.

Keep ahead of the competition yourself. Tell your story on... **WBBM-TV**

Chicago's Showmanship Station
CBS Owned, Channel 2 · Represented by
CBS Television Spot Sales



KBIG is welcome relief. Listeners really *enjoy* its melodic popular music of today and yesterday, plus award-winning news. This *refreshing sound* captures a convincible audience . . . 91% *adults* (Pulse, Inc.) in 234 Southern California market areas. Your sales message gets *more* attention from mature listeners with the ability to *buy*. KBIG is *profitable* radio coverage . . . at a cost averaging *71% less* than competitive stations.

KBIG
Radio Catalina for all Southern California
740 kc . . . 10,000 watts

JOHN POOLE BROADCASTING CO., INC.

6540 Sunset Blvd.,
Los Angeles 28, Calif.
HOllywood 3-3205

National Representative: WEED & CO.

'Fm Listener' Scores

EDITOR:

Please send us 500 reprints of "Fm Listener: Good Game But Hard to Flush" by Joe Gans. Dec. 15 issue.

Harold I. Tanner
President-General Manager
WLDM (FM) Oak Park, Mich.

[EDITOR'S NOTE: Reprints of Mr. Gans' Monday Memo are available at 5 cents each.]

Yearbook Gives Service

EDITOR:

Your YEARBOOK is one of the most complete and important works in the broadcasting field. I look forward to it each year.

Patricia Kyle
Instructor of Journalism
Palm Beach Jr. College
Palm Beach, Fla.

EDITOR:

Your 1958 BROADCASTING YEARBOOK . . . is an extremely valuable and helpful guide and I have always found that our account people use it at least as much as our media people.

I honestly cannot think of a category or a topic which I could suggest to you for adding to future editions. So far as I am concerned, your present document is just grand.

Paul E. Morgan
Vice President-General Manager
Campbell-Mithun Inc.
Hollywood

Timebuyer's Welcome Mat

EDITOR:

We would like to have a dozen reprints of ["Is the Timebuyer's Welcome Mat Out?", page 33, Nov. 17] which we think is excellent.

Hugh Feltis
Hugh Feltis & Assoc.
Tower Bldg.
Seattle, Wash.

Nose for News

EDITOR:

For years I've been an avid reader of BROADCASTING, especially noting the magazine's coverage of broadcast news among the stations. . . .

I think several people on our AFRTS news staff have done a few things lately worthy of mention. . . . Our 15 daily newscasts are beamed to more than 65 relay stations throughout the world, via shortwave. In many respects, AFRTS Los Angeles is the only contact with home for many U.S. servicemen and is a primary source of straight news for numbers of State Dept. personnel at overseas embassies and consulates.

On November 29, Editor Dick Jacobs of AFRTS News telephoned Convair Astronautics to get a first-hand account of the Atlas intercontinental ballistic missile firing at Cape Canaveral. His exclusive beeper interview with President J. V. Naish of Convair Astronautics informed AFRTS audiences overseas that the Atlas is now operational and ready to go to the troops. . . .

After brush fires broke out in the Santa Monica Mountains on November 29, Army Sgt. Wayne Curtis went directly to the scene with a portable tape recorder. He interviewed Los Angeles County Fire Chief Keith Klinger and brought back a report that fire officials were requesting 100 Army personnel from Fort MacArthur to backstop firefighters on the fire line. . . .

From our standpoint these events are noteworthy because the Department of Defense, which operates AFRTS, is not a newsgathering agency.

Sheldon J. Karlan
News Editor
Armed Forces Radio and Television Service
Los Angeles

Further Proof of Radio's Impact

EDITOR:

Radio has everything a store like Wanamaker's wants and your article "Radio: Wanamaker's Hot Salesman" proves it! WTAG would like six reprints.

Ben G. Oman Jr., Sales Promotion Dir.
WTAG Worcester, Mass.

EDITOR:

We enclose our check for 25 cents for which please send us five copies of "Radio: Wanamaker's Hot Salesman."

Frederick P. Tascone
Station Manager
WMGW-AM-FM Meadville, Pa.

[EDITOR'S NOTE: Reprints of Wanamaker's success story are available at five cents each.]

Pittsburgh Aftermath

EDITOR:

PLEASE SEND 1,000 REPRINTS OF PITTSBURGH RADIO ARTICLE TO PAUL SCURLOCK BELL TELEPHONE CO. OF PITTSBURGH. . . .

HANK SHEPARD
WAMP PITTSBURGH

EDITOR:

I have just finished reading your fine article on the part that radio played in the United Fund drive in Pittsburgh. Disappointments I have known during my broadcasting career, but never have I felt one so keenly, when I noticed the complete omission of WEEP and our contribution to this very worthy cause. The reasons for this disappointment are many and varied.

WEEP, being just a little over one year old, certainly needs all of the recognition we can get locally and even more so on a national basis. A tremendous amount of work and overtime was expended in offering our facilities and personalities to this united effort. Persons reading this article and knowing something about the Pittsburgh market naturally assume that WEEP did not care to be a part of the community. This is particularly untrue in our case, since we do more in the way of "Good Citizen" service than any other station in town.

James P. Hensley
Vice President-General Manager
WEEP Pittsburgh

[EDITOR'S NOTE: Radio earned major credit for putting United Fund over the top there. Story page 27, Dec. 15 issue.]

ANOTHER FABLE OF PROFITS*

(Wha's A Wassail)

ONCE UPON A TIME there was a station manager who, with deep feeling, drooled over "Auld Lang Syne" on Hogmanay Night. His wassail bowl was full . . . overflowing with sentimental reminiscences and good resolve.

When the bright New Year dawned his fine resolutions were dim and vague. Then he met the friendly Bolling man who explained with sympathy and understanding, that he had been looking at the past so much, he was backing into the future.

Today, he has that warm inner feeling for the past and an outward and visible glow of eagerness for the years ahead.

The moral of this story is . . . warm memories won't kindle new fires.*

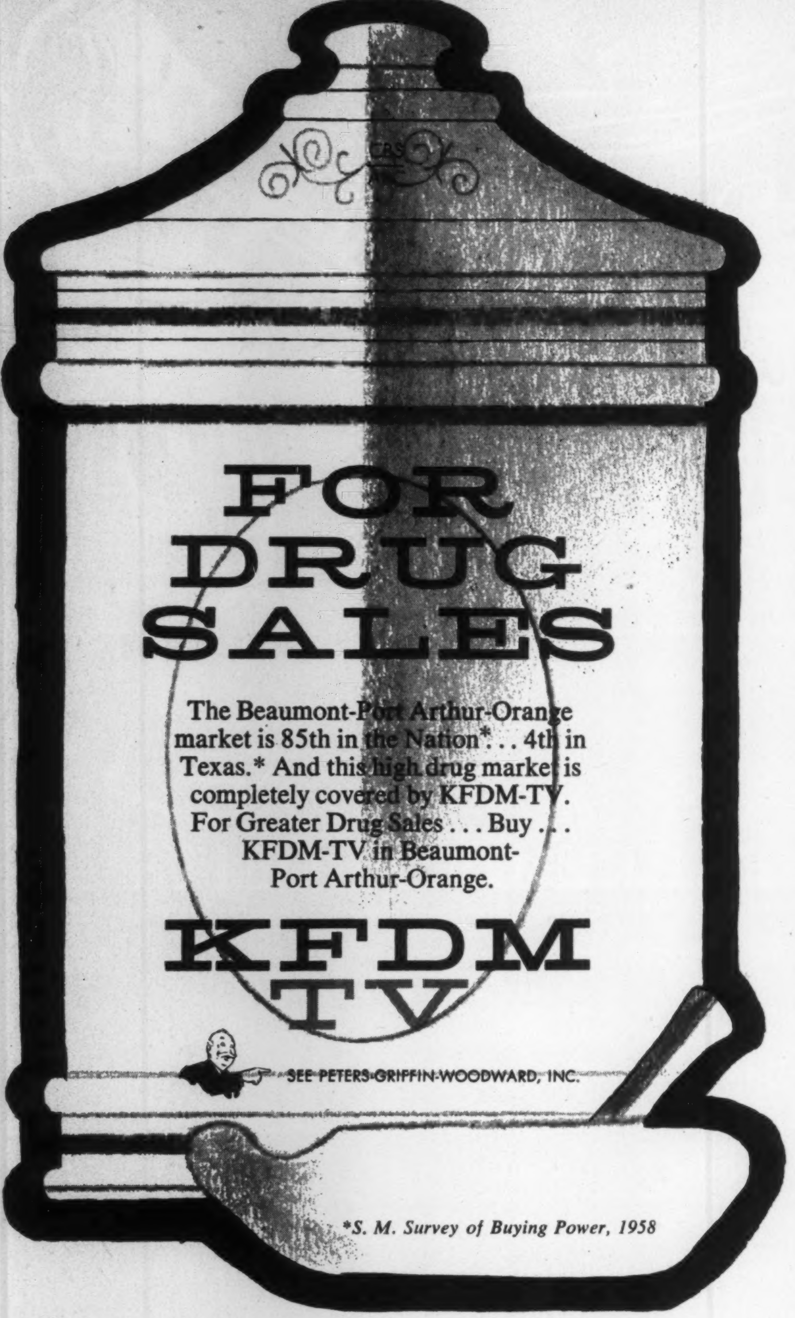
Can kindle, call us.

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO • BOSTON • LOS ANGELES • SAN FRANCISCO • DALLAS



FOR DRUG SALES

The Beaumont-Port Arthur-Orange market is 85th in the Nation*... 4th in Texas.* And this high drug market is completely covered by KFDM-TV. For Greater Drug Sales... Buy... KFDM-TV in Beaumont-Port Arthur-Orange.

KFDM TV

SEE PETERS-GRIFFIN-WOODWARD, INC.

*S. M. Survey of Buying Power, 1958

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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*Reg. U. S. Patent Office

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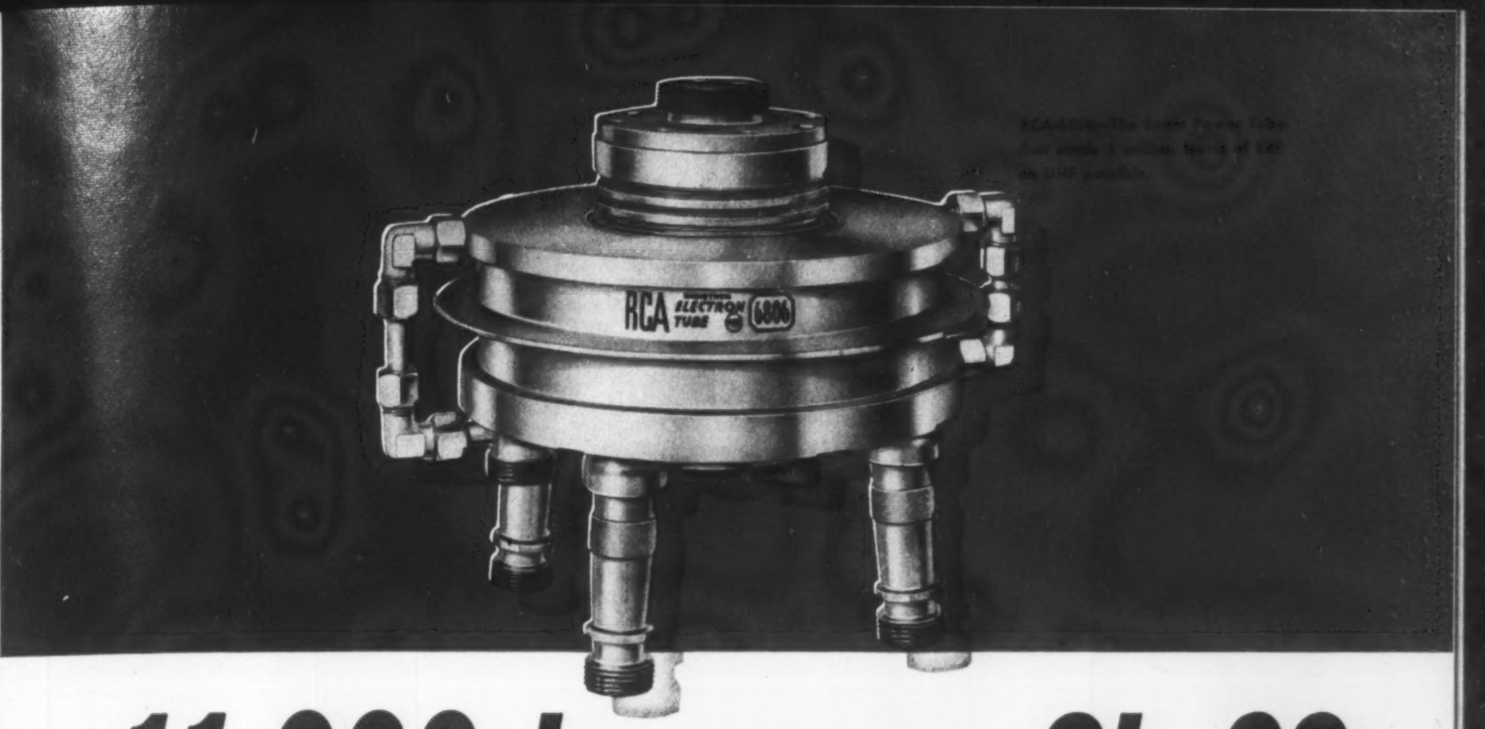
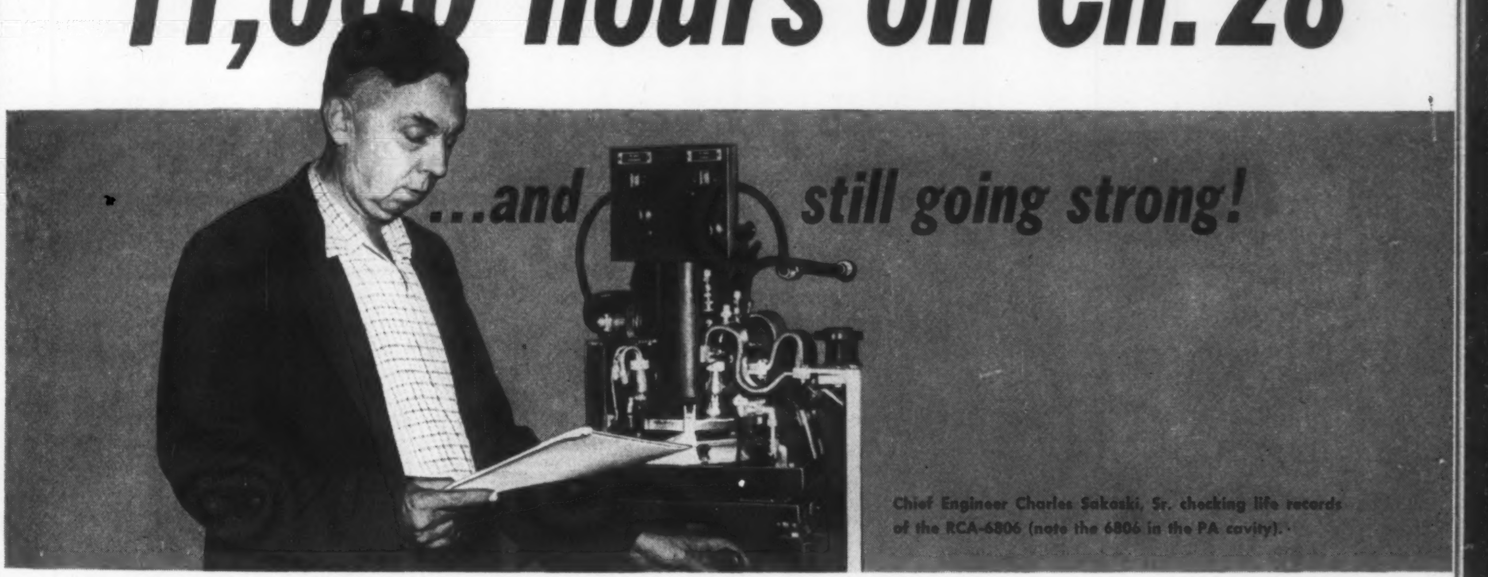


RCA-6806—The Super Power Tube that made 1 million watts of ERP on UHF possible.

11,000 hours on Ch. 28


...and still going strong!

Chief Engineer Charles Sakoski, Sr. checking life records of the RCA-6806 (note the 6806 in the PA cavity).

Read what WBRE-TV's Chief Engineer Charles Sakoski, Sr. says about the RCA-6806 high-power beam tube:

> *"It is my candid opinion that you have something big in the 6806. One of our 6806 final amplifiers has passed its 11,000th hour of highly satisfactory transmission at full output power and the other 6806 is approaching its 10,000th hour of useful life. The drive power required and output efficiency of these tubes are the same as the day they were installed.*
>
> *"I wish to point out that we are not squeezing out the last few hours of life from these tubes. All applied voltages including filament remain the same as the day the tubes were installed. Considering the initial cost of the 11,000 plus hour tube, the cost per hour to us is approximately 56 cents and is still going down each hour it is used. Consider the fact that UHF frequencies, one megawatt of power, and color transmission are involved."*

Authorized to operate with a visual power of 1000 kw, ERP, and an aural power of 515 kw, ERP, WBRE-TV is not only making TV station history on Channel 28—*WBRE-TV also is setting a record for long tube life in high-power UHF.*

WBRE-TV's enthusiastic report on low tube cost per hour of transmitter operation is just one instance among many in which broadcast and television stations are getting "high mileage" on RCA power tubes.

Where lower transmitter tube cost is the goal, RCA power tubes are the answer. Your RCA Electron Tube Distributor stands ready to serve your needs promptly. Just call him.

RADIO CORPORATION OF AMERICA

Electron Tube Division **Harrison, N. J.**

WILS

5,000
LIVELY WATTS

LANSING

FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing . . . WILS produces the *most coverage for your money*.

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area . . . 1st in Michigan in C.S.I.

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WILS
music news sports

ASSOCIATED WITH PONTIAC'S

WPON

82

OUR RESPECTS

to Thomas Webster Chauncey

"Call for Mrs. Assensmacker . . . Paging Mrs. Assensmacker!"

The year was 1926 and the place was the lobby of the Adams Hotel in Phoenix, Ariz., the city's oldest.

The page boy was Tom Chauncey, 13. Seven days before he had hopped a freight in Dallas, Tex. He got to Phoenix with six cents in his pocket. Now, intent on his new job, he made his way through the Adams lobby—a small boy with lean, sensitive features, and bright, clear blue eyes. His face was solemn. He was going to do this new job well. His high young voice dominated all sounds: "Call for Mrs. Assensmacker . . . . Calling Mrs. Assensmacker!"

Ranch foremen and the owners of the big cattle spreads howled with laughter and slapped their thighs. The lobby of the Adams in those days was one immense room, more than half a block long. It was full of men in from the desert and mountains, bent on fun and business—men from the gold and copper mines, sheep ranchers, cotton and vegetable growers of the irrigated desert valleys, cattle buyers, judges, lawyers and politicians. They all threw back their heads and roared.

The boy suddenly realized he was the victim of a practical joke. He could feel his face growing as red as a sunset. But he had accepted the call and he finished it. "I don't think I was ever shy again after that first page," Mr. Chauncey recalls.

Today, the boy who hopped off the Texas freight is the president of KOOL and KOOL-TV in Phoenix and KOLD and KOLD-TV in Tucson: "KOOL is hot and so is KOLD." He reaches 95% of the state's population with his Tv Network of Arizona, composed of the two CBS-TV affiliates, KOOL-TV and KOLD-TV. He also operates the Radio Network of Arizona with CBS Radio affiliates in Phoenix, Coolidge, Tucson and Nogales. He's a leader in civic affairs. And while he has never sought public office, he's a quiet but powerful force in Arizona politics.

He learned about politics as a page boy. The copper-domed State Capitol Bldg. was two miles away, but the real capitol of Arizona was the Adams Hotel. "I was in and out of those smoke-filled rooms all the time," he recalls. "It taught me something valuable: when to keep my mouth shut on matters that didn't concern me."

Young Tom put in two years as a page boy at the Adams and one winter season at the Hotel Westward Ho. Then he became a jeweler's apprentice.

"My employer was Nathan Friedman, God rest his wonderful soul. He was in his seventies then, and he was like a father to me. He paid me $10 a week and I lived at his home. I ate at least one meal a day with the family. He bought my clothes. And he got me my first car. It cost $50. I drove him to work in the morning and home at night. We worked from 7 to 7 and often to 9. I swept up the store, polished the glass show cases and the silver and washed and trimmed the windows. At his insistence, I went to night school and took correspondence courses. I learned to design jewelry. And I was given a key to the store."

When the old gentleman died, Mr. Chauncey operated the store for a year while the estate was settled. Then he opened his own business, Tom Chauncey Jewelers, next to the Adams Hotel. That was 18 years ago. Today, three of his original employes and a fourth who has been with him 10 years practically run the jewelry business for him while Tom puts in 14 hours a day in radio and tv. And just a few weeks ago U. S. Secretary of the Treasury Robert B. Anderson named him chairman of the new Broadcasters Advisory Committee for U. S. Savings Bonds.

Tom Chauncey has been a leader in the move to stop pay tv. He started locally long before the networks took heed of the danger. "Pay tv is a captive thing. Ours is a creative industry."

Mr. Chauncey got into radio through the movies and from radio into tv. He became a member of the Governor's Motion Picture Advisory Board for the State of Arizona in 1932. He has been a stand-in for stars, a location hunter, a prop man. Once he and his erstwhile bell captain, Jack Kane, now manager of the Adams, were called upon at 2 a.m. to produce a military staff car—long, sleek, open, and khaki-colored. Practically over the dead body of its owner, they borrowed a suitable car, had it painted in water colors, and delivered it to the movie set at 7 a.m.

As a location seeker, he met cowboy star Gene Autry, who became his friend and business associate. When Mr. Autry bought a radio station, he made Tom its manager.

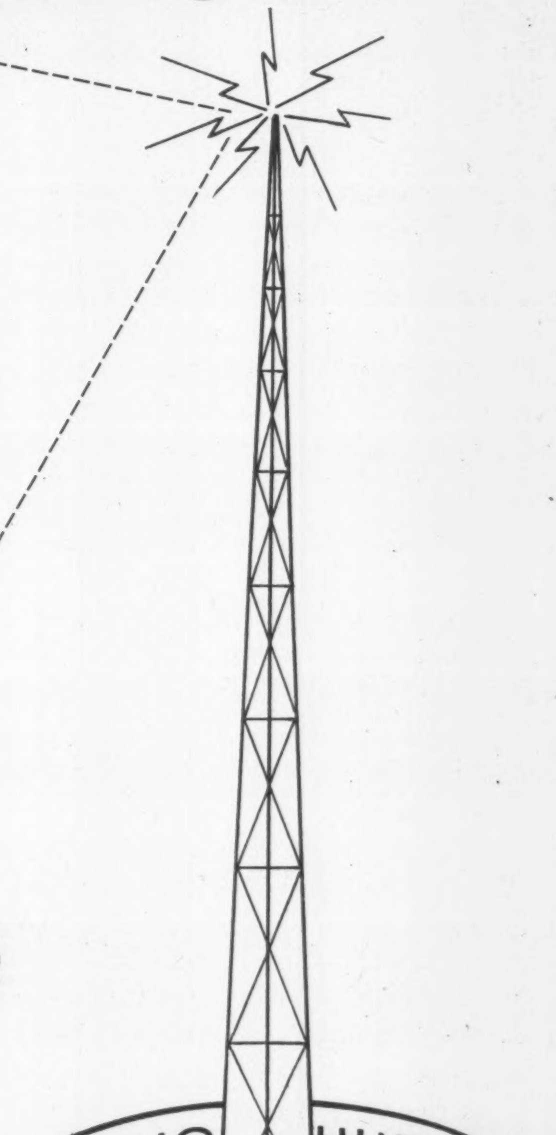
Tom Chauncey is an original. When he built the KOOL-TV home, there was nothing much to go by. So, without an architect, he sat down with an electronics engineer and designed a station with toy building blocks. Over 100 requests for plans poured in from the U.S., Canada and Hawaii.

Born in Houston in 1913, he is the father of Colleen (Mrs. Frank Meece), 20; twins Karen (Mrs. Don Blomo) and Sharon, 18; and Tom Jr., 11.

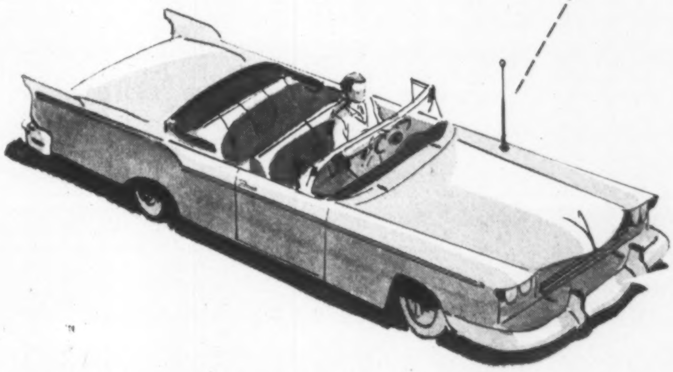
FOR THE CONVENIENCE OF DETROIT'S DRIVERS

"THE WKMH TRAFFIC COMMUNICATOR"

a **WKMH** origination


RADIO HUB OF THE MOTOR CITY

Throughout the peak travel hours of the day the Traffic Communicator, a uniformed policeman broadcasting directly from Detroit Police Headquarters, supplies "The Man on Wheels" with up-to-the-second reports on traffic conditions—accidents, tie-ups, routes to avoid. Special bulletins are rushed on the air seconds after news reaches Police Headquarters. In the City on Wheels, where over 81% of the families own cars—where over 65% use those cars as their principal means of transportation to and from work—this information is a MUST! Here is news broadcasting at its highest level—true public service!



WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

KNORR BROADCASTING CORP.

FRED A. KNORR, PRES.
Represented by HEADLEY REED

clean sweep!

In 1958, Lestoil's entire advertising budget ($9,000,000) went into spot television... making this fabulously successful household cleaner the medium's largest single-product advertiser! Amazing, for a client which spent just $10,000 for advertising in 1954. Even more so, when you consider the fact that Lestoil has no large-scale distribution west of the Mississippi and south of Washington, D.C.

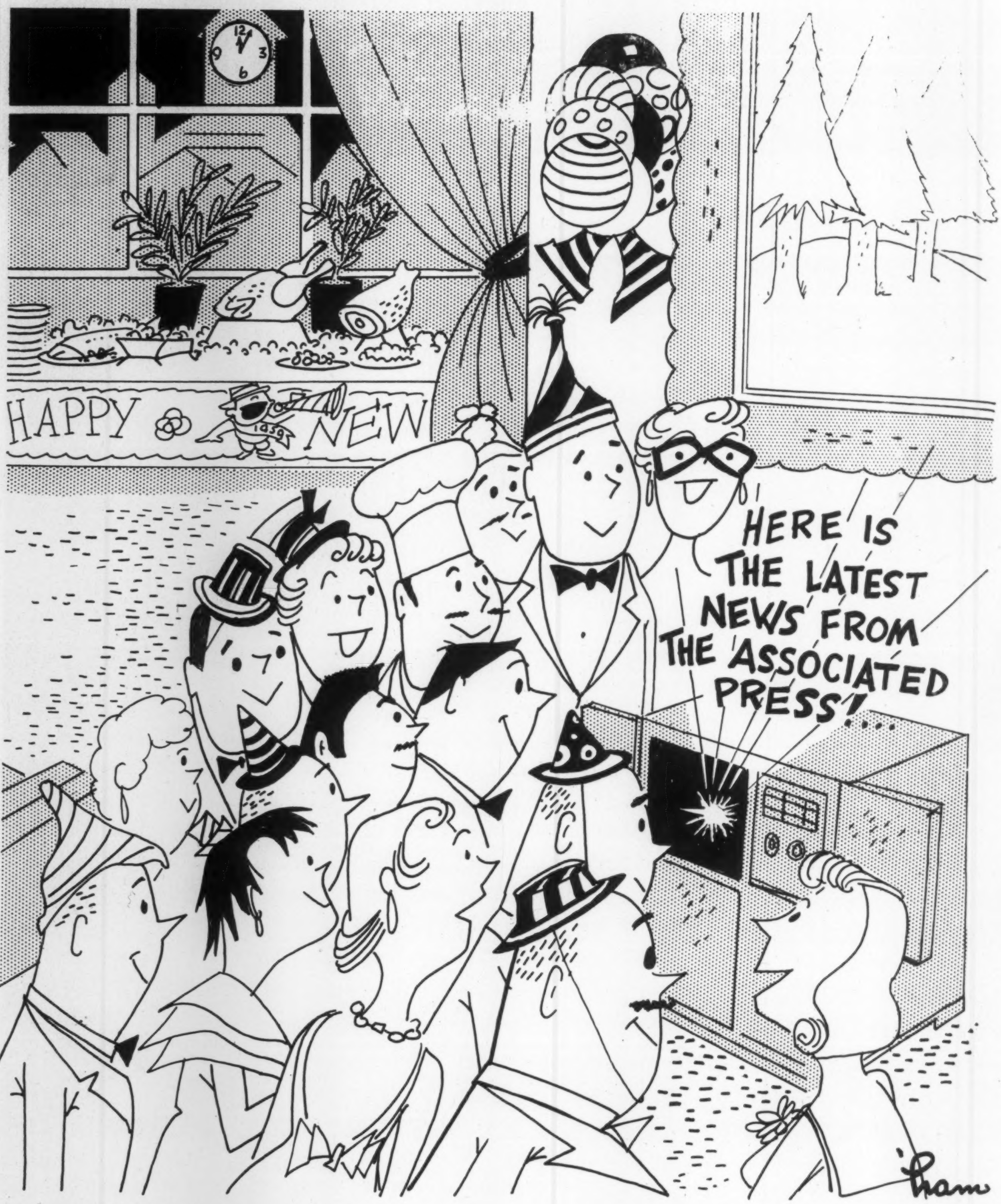
This distribution pattern is one reason Lestoil uses spot television. There's no waste circulation: Lestoil puts its money where the product is. Spot television's combination of sight, sound and motion creates demand, forces distribution, sells.

Naturally, the tv stations we represent in New York, Chicago, Philadelphia, Milwaukee, St. Louis and Washington all run Lestoil schedules. (And not hard-to-get announcements in prime time either. Just plenty of low-cost announcements in so-called "fringe" time, 52 weeks a year.)

Ask to see a typical Lestoil schedule. And then let us produce one for you that matches it in economy... and results.

CBS TELEVISION SPOT SALES

Representing WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, KMOX-TV St. Louis, WXIX Milwaukee, WBBM-TV Chicago, KNXT Los Angeles, KGUL-TV Houston, KOIN-TV Portland, WJXT Jacksonville, KSL-TV Salt Lake City, the CBS Television Pacific Network


12
9
3
6
HAPPY
NEW
1959
HERE IS THE LATEST NEWS FROM THE ASSOCIATED PRESS!...

A New Year--- and AP News Is Preferred, as Usual

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 26 December 29, 1958

HAVE NEWSPAPERS BEEN OVERSOLD?

- **New York strike doesn't bother 35.9%, Blair-Trendex find**
- **Pulse-WOR study: 91.6% used radio-tv news in last 24 hours**
- **Radio sales boom as stations capture new January sponsors**

The public's vaunted dependence on newspapers was brought into question last week by the findings of a special study conducted in virtually newspaperless New York.

The survey showed that 35.9% of the respondents said they were not "inconvenienced" by the strike that has closed the city's nine major dailies.

Those who did describe themselves as "inconvenienced" by the absence of any particular element of newspapers—including news and advertising—totaled 59.1% of the survey. That figure was further fractionalized by the 23 different reasons respondents cited for their discomfort. "Didn't knows" or those who declined to answer totaled 5%.

The survey was conducted by Trendex for the John Blair radio and tv station representation companies. It consisted of 1,000 interviews based on a random sample covering New York's five boroughs and was made on Friday, Dec. 19, when the strike was in its second week.

Release of the findings coincided with a BROADCASTING business roundup which showed radio stations in particular last week were increasing the sales gains begun the week before [ADVERTISERS & AGENCIES, Dec. 22] and there were signs that some of the "new" local business would run over into January (see below).

The Blair-Trendex survey also coincided with the release of a study conducted by the Pulse Inc. for WOR New York which found that 91.6% of those questioned had listened to radio or tv newscasts during the preceding 24 hours. Of the total, WOR said, 22.6% said they had listened to radio only, 19% to tv only and 50% to both media. Asked whether they depended more on radio or tv for news during the strike, 50.3% named radio, 20.5% designated tv and 29.2% named both, according to the WOR-Pulse findings. This study was conducted in New York on Dec. 12, one week before the Blair-Trendex survey.

Edward P. Shurick, executive vice president of Blair-Tv, said that in authorizing the Trendex study the Blair companies were "not trying to take advantage" of the newspapers in their struck plight, but rather to demonstrate that newspapers, for all their repeated attacks on broadcast media, are not themselves above criticism as to their importance and what they accomplish. One implication was that newspapers might thus find it desirable to go easier on their broadcast competitors, if only out of realization that the tables could be turned.

Arthur H. McCoy, executive vice president of John Blair & Co., supported Mr. Shurick's description of the purpose and also stressed that the strike itself had demonstrated radio's ability to perform "a tremendous coverage job" in news handling. He said stations' news coverage had become better and better since the start of the strike and he was confident the improved coverage would continue after the strike ends.

In the survey, the 1,000 respondents were asked whether they had heard of three major international news events that had broken since the papers closed down. The events, with the percentage who had heard of them shown in parentheses in each case: Launching of the new U.S. satellite (77.2%); Mao Tse Tung's stepping out as premier of Red China (47.5%) and the disastrous fire in a Bogota, Colombia, department store (59.5%).

They were then asked where they had heard these news stories. The results (do not add to 100 because of multiple answers): television 53.8%, radio 52.4%, newspapers 19.5%, and other places 4.3%. A total of 3.3% did not recall or declined to answer. (The newspapers mentioned would be the numerous suburban, neighborhood and foreign-language newspapers not closed by the strike. The "other places" presumably included printed news digests put out by some stations, the New York Central Railroad and others, as well as display summaries, word of mouth, etc.)

Among the 59.1% who said they had been inconvenienced by the strike, the number who said they "miss advertisements of

Crowd gatherer • De Pinna, a fashionable Fifth Avenue clothing store, attracted thousands of midtown shoppers to its gift-laden counters by "donating" a window to the NBC-owned WRCA-AM-TV New York. The stations set up TelePrompTers in the window, fed them continuously with news supplied by NBC. Signs promoted stepped-up newscasts on the stations. The news display was installed Dec. 16, will remain in operation for the duration of the newspaper strike.

sales" came to 19.6% of the "inconvenienced" interviewees or 11.6% of all interviewees. Another 0.7% of the inconvenienced (0.4% of total) said they miss the want ads.

Those who said they "miss the news" came to 16% of those who missed anything or 9.5% of the total. In addition, 9.1% (5.4% of all 1,000) "miss special features"; 7.7% (4.6% of total) "miss it all"; 1.4% (0.8% of total) miss "keeping up on current events"; 3.5% (2.1% of total) said they "don't know what's going on"; 13.3% (7.9% of total) felt they were inconvenienced because they "get more news in papers than on radio and television," and 2.1% (1.2% of total) "miss financial news."

A group of 11.9% (7% of total) said they "just like to have a paper every day," while others—generally in small numbers—gave such sources of inconvenience as these: "business reasons" and strike is "holding back business," "children miss it [newspaper]," "haven't anything to read," "need visual impression," "need papers for school," "can't follow sports any more," "like to get all news in one package," "like to read news as well as hear it" and, as a few put it, "can't sit and relax without a newspaper."

The survey also undertook to score the popularity of individual newspaper features by asking "which do you miss most?" Observers felt that few of them ranked nearly so high as would be generally expected.

News events took first place with 43.2% of the mentions (again, percentages exceed 100 because of multiple answers). Advertising came second (18.5%) followed by editorials (13.1%) and sports (11.3%).

Tv-radio section got a 4.1% response; financial and theatre sections 4.5% each; comics 5.9%; Hollywood columns 0.5%; women's page 3.2%; doctor's column 1.4%; features 5.9%; crossword puzzle 1.8%; school page, real estate sections, cartoons and obituaries 0.5% each; inquiring photographer 1.4%.

A total of 10.4% said they missed "everything,'" while 3.6% "didn't know" and 6.3% said "nothing."

The deadlocked newspaper negotiations led to still more station business in the greater New York market last week.

A spot check of several stations revealed that:

- WMGM billings ran "a minimum of 30%" higher this month than for December 1957. A "tremendous influx" of orders signed over the past 10 days, station officials said, "indicate that January will be a very good month." Typical "happy customer" at WMGM: the 15-store Sunset appliance chain which credited WMGM for sustaining a steady flow of customers.
- WABC: ABC-owned radio station, had a 15-20% billing gain, much of it due to such "new" advertisers as Willougby's, New York camera store chain (which also bought other stations), B. Altman, Montgomery Ward and Colonial Electronics.
- WNEW, already boasting of its "best year," experienced a 30% billing increase, with 25% of this due to strike-bound newspaper advertisers who had turned to radio "in desperation." While most of the business came from film companies and movie exhibitors [ADVERTISERS & AGENCIES, Dec. 22], WNEW was able to persuade Brooklyn Union Gas Co. to stick with the station "beyond the duration of the strike," also got Smith-Corona to emulate rival Royal-McBee (which had bought time on radio before the strike was called). Other advertisers at WNEW, both "new and expanded," include Fanny Farmer Candy Shops (normally a pre-yuletide two-week advertiser only), Household Finance Corp., Atlantic City (N.J.) Chamber of Commerce and the Washington Square Development Corp., which, deprived of its real estate listings, used radio to attract prospective tenants.
- WQXR, one of the heaviest-booked stations in town the year-round, could "only accept" a 14% billing increase, signing such unusual (to radio, at least) clients as Hilton Hotels Corp. (to promote New Year's Eve reservations at the Waldorf-Astoria) and Webb & Knapp Realty, whose chic Playbill Restaurant has suffered along with the theatres (see below).
- WRCA, whose sister station WRCA-TV was one of the first to open up time to hard pressed theatrical entrepreneurs by selling Playwrights Co. 30 minutes of post-1 a.m. time, increased its business by "at least 25%." Paramount Pictures Corp., launching what it calls "one of the biggest radio-tv promotions in our history," staged a $1,000 bill "Buccaneer Treasure Hunt" (for the new Yul Brynner film, "The Buccaneer"). It used the station's entire program schedule for treasure hunt clues. Starting Wednesday night (Christmas Eve) and running for "the duration," WRCA-TV "took back" five minutes of the *Jack Paar Show,* sold the strip to the League of New York Theatres so that New York viewers could know what plays were playing.
- WMCA said its business was up as high as 40% over last year at this time. It reported it, too, had found a 1959 advertiser among the strike-bound newspaper "regulars." Montgomery Ward, said WMCA, was sold to way on into January.

What made this "test" of radio important was the fact that the medium attracted businessmen who would not have considered radio under any other circumstances. Though the job market was narrowly restricted by lack of classified ads in the newspapers, such employment agents as Office Temporaries Inc. took to the air and filled hundreds of temporary openings. Hard pressed theatre managers found radio helpful in filling houses. Among the theatres buying time were the Coronet (for the Budd Schulberg-Harvey Breit hit "The Disenchanted"), the Bijou (for the Actors Studio production of Sean O'Casey's "Shadow of a Gunman") and the Phoenix (for Graham Greene's "The Power and the Glory").

Radio helped United Artist Corp., which opened "Separate Tables" during the strike. UA preceded and followed this premiere with a blitz spot campaign and during the weekend of Dec. 21-22 racked up "an outstanding gross" of $33,100 at two theatres.

While radio stations continued to sign up new clients, the New York tv stations —already "over-subscribed"—had to turn them away. To illustrate, WOR last week tabulated increased orders of $15,000 for a seven-day period; at the same time, WOR-TV could take on only $6,500 more.

COLUMBIA MEASURES STRIKE IMPACT

Deprived of their daily newspaper "textbooks," student reporters at Columbia U. graduate school of journalism last week did "lab work." Some 80 of them were sent by faculty members onto the sidewalks of New York to report on the effects of the three-week-old newspaper deliverers strike. Among their findings:

Out of New York's 16,000 newsstands, 10,000 were estimated to have shuttered for the duration, resulting in a 75-80% business decline the first week of the strike. While tv viewing remained constant, radio listening jumped sharply, with New Yorkers seeking news of the world and news of shopping.

Though some employment agencies took to the air (see page 27), two associations representing 200 employment agencies and 11 individual agents reported their business in filling jobs had dropped from 35-75%. Funeral attendance fell 20%, there being no papers to carry obituaries and funeral announcements.

They also learned that city government, deprived of the publicity spotlight offered by newspapers, was "running in low gear," referring principally to public hearings, executive pronouncements and council meetings.

Rivalry was reported between WRCA-AM-TV and the New York Central Railroad, both offering commuters "newspapers" of sorts; the NBC-owned station weekly supplying 150,000 news digests to traveling suburbanites, while the NYCRR runs second with a press run of 48,500.

Smaller merchants—those catering to particular customers—were reported feeling the pinch, as were auto dealers, a spot check of whom showed a 5-70% drop in sales. Most of these dealers rely almost principally on newspaper advertising (those who didn't use newspapers showed little ill effect; those who did told the Columbia reporters they "might turn to radio—if we could only buy time"). Also hurt badly: Real estate operators and agents, although some are learning to use radio.

Columbia U. students also talked to executives at C.E. Hooper Inc. who reported ratings of radio up "almost 10%." This was confirmed by spokesmen for The Pulse Inc. While radio went to town, there was no "appreciable change" in tv viewing habits, executives of both A.C. Nielsen Co. and Trendex told the Columbia U. students. Said Trendex: "People's tv habits are solidly entrenched now. . . ."

NATIVES RESTLESS ON MADISON AVENUE

$185 million in 1958 account switches points to continuing uncertainty

With agency mergers and advertising volume on the rise at the year's end, is there a chance for stability in the association of client and his agency?

Though only events in the year 1959 can answer this question, a climb to new peaks in account switch traffic and billing volume this past year indicates anything but a stable situation.

More than $185 million worth of advertising accounts changed agencies during 1958. In the previous year, a similar estimate placed the account switch volume at the $130 million level.

Of necessity these estimates are conservative because in general they are confined to the "cream" accounts and to advertisers who buy or at least consider the broadcast media in their ad plans (see table, page 30).

There were two major trends—among the many—responsible for the increased accounts switching: (1) a continued growth of the toiletries business and with it heightened competition and (2) the jarring sales skid in the auto industry.

The toiletries upset revealed itself in the list of accounts which moved from one agency to another. Numerically there were more shifts in toiletries accounts than in any single category including foods, which usually score high in agency movement.

Many of the headliner account switches of 1957 were repeaters last year. These included an overlap of the auto account jostling underway in earnest at the end of 1957 and continuing through 1958.

The departure in late 1957 of General Motors' Buick Div. from Kudner Agency, New York, unsettled Madison Ave. and set off in early 1958 a chain reaction of auto account bumping.

The Lincoln Question • Young & Rubicam, when the year was only a few weeks old, resigned the $3.5 million Lincoln (Ford Motor Div.) account and left it dangling, a situation that did not iron out until the Buick question was resolved.

It was not long in coming: What could be considered the biggest switch of the year as well as one of the most spectacular in the history of advertising, McCann-Erickson in February landed the $23-25 million Buick account, simultaneously throwing its $16-20 million Chrysler advertising (Chrysler, Chrysler Imperial, institutional and export) up for grabs and ending a 14-year association with Chrysler. Thus ended, too, a search started when the General Motors Div. decided to leave Kudner after 22 years.

Chrysler then split its advertising assignments into two parts. Its approximately $10 million Chrysler Div. went to Young & Rubicam and its institutional and export business (also perhaps as high as $10 million) went to Leo Burnett Co. Following this directly, Y & R's former Lincoln (plus Continental) account was parked at Kenyon & Eckhardt alongside another Ford Motor Co. account (Mercury Div.).

This was but a beginning in GM's hot-rod ride along Madison Ave. Next GM moves—and ones which caused a drastic billing reduction and staff curtailment at Kudner during the year—came at the end of March: Frigidaire Div. with $6-7 million billing moved from Kudner to Dancer-Fitzgerald-Sample and GMC Truck and Coach, worth about $1.5 million, moved from Kudner to McCann-Erickson, already busily setting up its servicing of Buick.

Ford continued its game of musical chairs right into this month: It took Edsel out of Foote, Cone & Belding and drove it into Kenyon & Eckhardt and in exchange switched Lincoln from K & E to FC&B. Both accounts were active in network tv. The changes made by Ford placed its two medium-priced autos in one agency and unified its tv program sponsorship.

These were the auto headliners along ad row but not all inclusive. Also worthy of mention: once-broadcast heavy Studebaker-Packard which had shifted from Benton & Bowles to Burke Dowling Adams in 1957, moved again in August, lodging its $7 million budget with D'Arcy Adv., St. Louis.

'58's MAJOR SWITCHES: Pages 30-31

Since many account switches reflect business trends, the rise of the small foreign car in the market was sure to be felt. Early in the year, Renault automobiles, which had been handled by Mann-Ellis, New York, appointed Needham, Louis & Brorby, New York, for its estimated $400,000 account. At midyear Standard Triumph Motor Co. took its $500,000 ad budget out of Gore Smith Greenland Inc. and went to Doherty, Clifford, Steers & Shenfield.

In the transportation area, too, there was the two-way switch of foreign airlines accounts in February when KLM-Royal Dutch Airlines moved from Charles W. Hoyt Co., New York, to Erwin Wasey, Ruthrauff & Ryan, also New York, which thereby picked up an estimated $1 million in billing. Hoyt meanwhile replaced approximately $250,000 by adding Deutsche Lufthansen A. G. of Cologne, Germany, formerly handled by Albert Woodley Co., New York.

Few advertiser categories were sacrosanct in the account shifting. Uprooted were accounts selling foods, skin creams and hair tonics, soaps and cleansers, beers, watches, insurance, meat products and even flowers and religion.

Represented in this huge turnover of accounts were such diverse (and more often than not unrelated) causes as changes in media strategy, personality conflict, an agency's courting of a prospective client, the economics (marketing or sales changes over which the client has no control), a realignment of client management and a change in ad policy, product conflicts within an agency, product reassignment by an advertiser who has more than one agency handling his several products etc.

Some accounts (Buick was included) with long association with their agencies were subject to one or more of these factors leading to unrest and eventual divorce. For example, last fall, General Baking Co. (Bond bread and other bakery products), New York, after a 38-year association with BBDO pulled out its $1.5 million account and gave it to Compton Adv., J. R. Filbert Inc., Baltimore, after 11 years with Sullivan, Stauffer, Colwell & Bayles, New York, found a new berth with Young & Rubicam (Filbert uses much of its $1.5 million billing in radio-tv spot).

In addition to Frigidaire, the durable goods field was highlighted by Hotpoint Inc. (tv sets and white goods), Chicago, which transferred its $3.5 million account to Compton, Chicago, ending its three-agency structure of Needham, Louis & Brorby, Maxon and J. R. Pershall Co., all Chicago, and by Emerson Radio & Phonograph (two years ago at $4 million at Grey when it left to appoint Gore Smith Greenland) which switched again appointing Friend-Reiss Adv., New York. (Emerson may be coming back up in billing having absorbed Allen B. DuMont Labs' consumer line).

Ill-Fated Interview • Another holdover from 1957 was the Kolynos toothpaste account, amounting to about $300,000, which Whitehall Pharmacal had taken away from Grey Adv. after Grey President Arthur Fatt said in a tv interview that he had used the competing Crest toothpaste that morning. Kolynos landed in January at Tatham-Laird. T-L President J. Kenneth Laird had been using Kolynos about six weeks at the time.

There were many changes in the toiletries business other than Kolynos and some of which are mentioned here. Mennen Co. tightened its agency structure by consolidating its accounts at Grey Adv. and Warwick & Legler at the expense of McCann-Erickson and M-E's Marschalk & Pratt Div., both of which had the lion's share of Mennen's $6 million budget. W & L and Grey now split the billings roughly 50-50, the former agency emphasizing the men's line and Grey the women's and baby products.

Still others: an estimated $2 million of Lanolin Plus (cosmetics and toiletries), Chi-

Continued on page 32

TRACK RECORD ON WHO WENT WHERE

Account	From	To
ALPHA BETA FOOD MARKETS	HIXON & JORGENSEN	DONAHUE & COE
AMERICAN MACHINE & FOUNDRY	FLETCHER RICHARDS	CUNNINGHAM & WALSH
AMERICAN TOBACCO (International Adv.)	BBDO	GOTHAM-VLADIMIR
B. T. BABBITT		
Bab-O, Cameo Soap	DONAHUE & COE	BROWN & BUTCHER
Glim	DOYLE DANE BERNBACH	BROWN & BUTCHER
BANK OF CALIFORNIA	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
BENRUS WATCH	LENNEN & NEWELL	GREY ADV.
BLUE COAL	SULLIVAN, STAUFFER, COLWELL & BAYLES	MONROE GREENTHAL
BON AMI*	ERWIN WASEY, RUTHRAUFF & RYAN	KASTOR, FARRELL, CHESLEY & CLIFFORD
	KASTOR, FARRELL, CHESLEY & CLIFFORD	WEISS & GELLER
	WEISS & GELLER	COLE, FISCHER & ROGOW
BORDEN CO. (Starlac Dry Milk)	YOUNG & RUBICAM	DANCER-FITZGERALD-SAMPLE
BREAST -O'-CHICKEN TUNA	GUILD, BASCOM & BONFIGLI	ROBINSON, JENSEN, FENWICK & HAINES
BROWN & WILLIAMSON	ERWIN WASEY, RUTHRAUFF & RYAN	TED BATES
BURLINGTON INDUSTRIES	DANIEL & CHARLES	J. M. MATHES
CHESEBROUGH-POND'S		
Vaseline Jelly	McCANN-ERICKSON	WILLIAM ESTY
Angel Skin	J. WALTER THOMPSON	COMPTON ADV.
Seaforth	MORSE INTL.	COMPTON ADV.
Prince Matchabelli, Simonetta Perfumes	MORSE INTL.	J. WALTER THOMPSON
CHRYSLER		
Chrysler Div.	McCANN-ERICKSON	YOUNG & RUBICAM
Institutional and Export	McCANN-ERICKSON	LEO BURNETT
CHUN WONG (Foods)	MOTTL & SITEMAN	COMPTON ADV.
CLARK OIL	MATHISSON	TATHAM-LAIRD
COLGATE-PALMOLIVE		
Vel Powder	LENNEN & NEWELL	NORMAN, CRAIG & KUMMEL
Cashmere Bouquet	BRYAN HOUSTON	D'ARCY
Halo	CARL S. BROWN	D'ARCY
Ajax	BRYAN HOUSTON	McCANN-ERICKSON
Vel Bar	BROWN & BUTCHER	LENNEN & NEWELL
COLUMBIA RECORD CLUB	MAXWELL SACKHEIM	WUNDERMAN, RICOTTA & KLEIN
CONGOLEUM-NAIRN		
Goldseal Floor and Wall Coverings	DANCER-FITZGERALD-SAMPLE	KEYES, MADDEN & JONES
DEUTSCHE LUFTHANSEN A. G.	ALBERT WOODLEY	CHARLES W. HOYT
EMERSON	GORE/SMITH/GREENLAND	FRIEND-REISS
EQUITABLE LIFE ASSURANCE CO.	KENYON & ECKHARDT	FOOTE, CONE & BELDING
EVERSHARP (Schick Razor)	CUNNINGHAM & WALSH	COMPTON ADV.
MAX FACTOR		
Hi Society	ANDERSON-McCONNELL	KENYON & ECKHARDT
Natural Wave, Hi-Fi	DOYLE DANE BERNBACH	KENYON & ECKHARDT
J. R. FILBERT	SULLIVAN, STAUFFER, COLWELL & BAYLES	YOUNG & RUBICAM
FLORISTS TELEGRAPH DELIVERY ASSN.	GRANT ADV.	KEYES, MADDEN & JONES
FORD MOTOR		
Lincoln-Continental*	YOUNG & RUBICAM	KENYON & ECKHARDT
	KENYON & ECKHARDT	FOOTE, CONE & BELDING
Edsel	FOOTE, CONE & BELDING	KENYON & ECKHARDT
GENERAL BAKING	BBDO	COMPTON ADV.
GENERAL FOODS		
S.O.S.	McCANN-ERICKSON	FOOTE, CONE & BELDING
Maxwell House Vacuum Coffee	BENTON & BOWLES	OGILVY, BENSON & MATHER
Calumet Baking Powder, D-Zerta, Walter Baker Chocolate, Minute Potatoes	BENTON & BOWLES	FOOTE, CONE & BELDING
GENERAL MOTORS		
Buick	KUDNER	McCANN-ERICKSON
Frigidaire	KUDNER	DANCER-FITZGERALD-SAMPLE
GMC Truck & Coach	KUDNER	McCANN-ERICKSON
M. K. GOETZ BREWING	COMPTON ADV.	POTTS-WOODBURY & JOHN W. SHAW
HOT POINT	NEEDHAM, LOUIS & BRORBY and MAXON and J. R. PERSHALL	COMPTON ADV.
A. M. KARAGHEUSIAN (Rugs)	FULLER & SMITH & ROSS	FOOTE, CONE & BELDING

DURING 1958

The listing on these two pages shows major account shifts of 1958. Asterisk (*) indicates an account which moved twice or more.

Account	From	To
KLM AIRLINES	CHARLES W. HOYT	ERWIN WASEY, RUTHRAUFF & RYAN
KOLYNOS TOOTHPASTE	GREY ADV.	TATHAM-LAIRD
KROGER CO.	CAMPBELL-EWALD	CAMPBELL-MITHUN
LANOLIN PLUS	KASTOR, FARRELL, CHESLEY & CLIFFORD	ERWIN WASEY, RUTHRAUFF & RYAN
LANVIN PARFUMS	NORTH ADV.	DOWD, REDFIELD & JOHNSTONE
LEEDS CHEMICAL PRODUCTS	LEEDS & YORK and ARTHUR MEYERHOFF	LIVINGSTON & ASSOC.
LEVER BROS. (Air Wick)	NORMAN, CRAIG & KUMMEL	FOOTE, CONE & BELDING
MENNEN CO.		
Men's Line	MCCANN-ERICKSON & MARSHALK & PRATT	WARWICK & LEGLER
Women's and Baby Lines	MCCANN-ERICKSON & MARSHALK & PRATT	GREY ADV.
MERKEL INC.	BLAINE-THOMPSON	L. H. HARTMAN
MINUTE MAID	TED BATES	HILTON & RIGGIO
JOHN MORRELL & CO.		
Morrell Meats, Red Heart Dog Food	CAMPBELL-MITHUN	JOHN W. SHAW
MUELLER MACARONI	CALKINS & HOLDEN	DOHERTY, CLIFFORD, STEERS & SHENFIELD
NATIONAL AIRLINES	SOUTHERN ADV.	MARSHALK & PRATT
NEHI	COMPTON ADV.	D'ARCY
NESTLE-LEMUR		
Harriet Hubbard Ayer, Pinaud Men's Toiletries	LEWIN, WILLIAMS & SAYLOR	R. T. O'CONNELL
NORTHAM-WARREN		
Cutex, Odorono, Peggy Sage Nail Polish	J. M. MATHES	DOYLE DANE BERNBACH
NOXZEMA	MacMANUS, JOHN & ADAMS	DOHERTY, CLIFFORD, STEERS & SHENFIELD
OKLAHOMA OIL	MARYLAND ADV.	NEEDHAM, LOUIS & BRORBY
PABST	NORMAN, CRAIG & KUMMEL	KENYON & ECKHARDT
PHARMA-CRAFT (Coldene)	J. WALTER THOMPSON	CUNNINGHAM & WALSH
PHILIP MORRIS (Regular & King Size)	N. W. AYER	LEO BURNETT
PILSNER BREWING	CLIFFORD A. KROENING	NORTH ADV.
QUAKER OATS (Ken-L Dog Food)	NEEDHAM, LOUIS & BRORBY	J. WALTER THOMPSON
REGAL SHOE	DOYLE DANE BERNBACH	EMIL MOGUL
RENAULT	MANN-ELLIS	NEEDHAM, LOUIS & BRORBY
REVLON		
That Man Cologne	EMIL MOGUL	HEINEMAN, KLEINFELD, SHAW & JOSEPH
Baby Silicare, High Gloss, Sun Bath	DOWD, REDFIELD & JOHNSTONE	C. J. LA ROCHE
Thin Down	DOWD, REDFIELD & JOHNSTONE	*Unassigned*
RIVAL DOG FOOD	MCCANN-ERICKSON	GUILD, BASCOM & BONFIGLI
ORAL ROBERTS EVANGELISTIC ASSN.	C. L. MILLER	KEYES, MADDEN & JONES
SQUIRT	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
STANDARD TRIUMPH MOTOR CO.	GORE/SMITH/GREENLAND	DOHERTY, CLIFFORD, STEERS & SHENFIELD
STAR-KIST TUNA	HONIG-COOPER	LEO BURNETT
STEPHAN'S HAIR PREPARATIONS	J. J. CAPPO	CUNNINGHAM & WALSH
STUDEBAKER-PACKARD	BURKE, DOWLING, ADAMS	D'ARCY
SWIFT & CO.		
All-Sweet, Vigoro, End-O	J. WALTER THOMPSON	LEO BURNETT
Swift Shortening, Jewell Shortening, Swiftning	J. WALTER THOMPSON	DANCER-FITZGERALD-SAMPLE
THOM McAN	OGILVY, BENSON & MATHER	DOYLE DANE BERNBACH
VITA FOODS	BLAINE THOMPSON	L. H. HARTMAN
WARING PRODUCTS	ANDERSON & CAIRNS	FULLER & SMITH & ROSS
WARNER-LAMBERT		
Du Barry, Sportsman	NORMAN, CRAIG & KUMMEL	LAMBERT & FEASLEY
Bromo-Seltzer	LENNEN & NEWELL	WARWICK & LEGLER
WEST END BREWING	COHEN & ALESHIRE	DOYLE DANE BERNBACH
WESTERN PACIFIC RAILROAD	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
WESTINGHOUSE (Tv Sets, Radios, Phonographs)	MCCANN-ERICKSON	GREY ADV.
DR. WEST'S TOOTHPASTE	J. WALTER THOMPSON	KEYES, MADDEN & JONES
WHITEHALL (Neet)	ERWIN WASEY, RUTHRAUFF & RYAN	GUMBINNER
WILSON & CO.	NEEDHAM, LOUIS & BRORBY	KENYON & ECKHARDT
WOOLITE	FLETCHER RICHARDS	HONIG-COOPER, HARRINGTON & MINER
ZENITH	EARLE LUDGIN	FOOTE, CONE & BELDING

(Continued from page 29)

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,085,000 people in the U.S. over 12 years of age during the week Dec. 12-18. This is how they spent their time:

71.7%	(90,403,000)	spent	1,741.6 million hours†	WATCHING TELEVISION
60.5%	(76,281,000)	spent	1,174.6 million hours	LISTENING TO RADIO
80.1%	(100,994,000)	spent	429.7 million hours	READING NEWSPAPERS
32.6%	(41,104,000)	spent	198.5 million hours	READING MAGAZINES
24.2%	(30,460,000)	spent	383.6 million hours	WATCHING MOVIES ON TV
15.4%	(19,379,000)	spent	76.2 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 112,743,000 people over 12 years of age have access to tv (89.4% of the people in that age group); (2) 43,693,000 households with tv; (3) 48,184,000 tv sets in use in U.S.

cago, from Kastor, Farrell, Chesley & Clifford, New York, to Erwin Wasey, Ruthrauff & Ryan, Chicago; about $1 million of Stephan's Distributing Corp. (Stephan's dandruff remover hair lotion), Fort Lauderdale, Fla., from J. J. Coppo Co., Baldwin, N. Y., to Cunningham & Walsh, New York; a $2 million billing of Northam Warren Corp. (Cutex nail polish, Odorono deodorants, other products) from J. M. Mathes to Doyle Dane Bernbach; the Harriet Hubbard Ayer and Pinaud men's toiletries, divisions of Nestle-LeMur Co., from Lewin, Williams & Saylor to R. T. O'Connell Co., New York, a $3 million billing in Max Factor & Co., Hollywood, products (Natural Wave hair spray, Hi-Fi fluid make-up and fragrance lines) from Doyle Dane Bernbach, New York, to Kenyon & Eckhardt, Los Angeles, ending in June a two-month agency search by the client.

Chesebrough-Pond's Inc. was active in the switch column. It acquired the cosmetics line of Vick Chemical Corp. and named J. Walter Thompson, New York, to handle the Prince Matchabelli and Simonetta lines of perfumes and fragrances and Compton, New York, the Seaforth lines of men's toiletries (both had been handled by Morse International, New York) and moved its Vaseline petroleum jelly to William Esty from McCann-Erickson, and its Pond's Angel Skin from JWT to Compton.

Revlon—active in agency reassignments in 1957—again this year reassigned three of the four products pulled out of Dowd, Redfield & Johnstone, New York and Boston, to C. J. LaRoche, New York, with an estimated $750,000 billing (much of it in radio-tv) going to LaRoche for Baby Silicare, High Gloss and Sun Bath. Thin Down weight reducing pills are still to be assigned. Revlon also moved That Man cologne from Emil Mogul (which tested the product) to Heineman, Kleinfeld, Shaw & Joseph.

Warner-Lambert Pharmaceuticals moved these accounts: DuBarry and Sportsman lines in the fall from Norman, Craig & Kummel to Lambert & Feasley, New York, and earlier in the year its Bromo-Seltzer (about $2.5 million) from Lennen & Newell to Warwick & Legler.

Unusual activity was recorded by Colgate-Palmolive: Vel powder, with billings estimated at $1.9 million, assigned from Lennen & Newell to Norman, Craig & Kummel, which moved in with a recommendation that the bulk of the budget go to tv; Cashmere Bouquet, a $2 million account and heavily broadcast-oriented (mostly tv), was resigned by Bryan Houston, New York, and placed in the St. Louis shop of D'Arcy Adv. which earlier in the year had obtained C-P's Halo account, another $2 million plus and a holdover from 1957 (resigned by Carl S. Brown Co.); and after considerable shopping among the seven agencies handling its many products, C-P in June settled on McCann-Erickson to handle its Ajax cleanser, with an estimated $1.5 million and formerly handled by Bryan Houston.

Bon Ami in the fall fired Weiss & Geller after only 8 of 15 contractual months had elapsed, an action triggered by competitive factors, financial troubles and management shakeups and nearly all of its budget tied in with barter. Bon Ami appointed Cole, Fischer & Rogow, was involved in a legal action and settled out of court with W & G. (Bon Ami cleanser, a $1.6 million advertiser, had appointed W & G in 1958 after it had resigned Erwin Wasey, Ruthrauff & Ryan in late 1957).

There were agency switches by big food advertisers such as General Foods and Swift.

General Foods Corp., a leading food advertiser, set in motion in 1958 a broad blueprint that already has affected two agencies. Calumet baking powder, D-Zerta, Minute Potatoes, Walter Baker chocolate—in total worth about $3 million in billing—were moved from Young & Rubicam and assigned to Foote, Cone & Belding, while GF picked a fourth new agency, Ogilvy, Benson & Mather, New York, to which it assigned the Maxwell House vacuum packed ground coffee which had been handled by Benton & Bowles ($2-3 million account).

Swift & Co. took its $4 million advertising parcel at J. Walter Thompson in the spring and carved it up into two parts, assigning $2 million worth of All Sweet, Vigoro and End-O products to Leo Burnett and another $2 million in Pard dog food, Swift, Jewell and Swiftning brands to Dancer-Fitzgerald-Sample.

Quaker Oats Co. later shifted a $3-4 million Ken-L Ration dog food budget from Needham, Louis & Brorby to JWT. The $1.7 million Rival Packing Co. dog food shifted to Guild, Bascomb & Bonfigli, San Francisco, in September from McCann-Erickson, New York.

Shifts in the beer industry included Pabst Brewing Co., Chicago, which moved a $6.5 million budget from Norman, Craig & Kummel to Kenyon & Eckhardt. Doyle Dane Bernbach picked up $1 million in the West End Brewery account shift from Cohen & Aleshire.

The cigarette field was highlighted by the $5 million account of Philip Morris Co.'s regular and king-sized cigarettes being snared by Leo Burnett Co., Chicago, from N. W. Ayer & Son, Philadelphia; Brown & Williamson Tobacco Co. moving Du Maurier from Erwin Wasey, Ruthrauff & Ryan to Ted Bates. (Both affected broadcast habits —Burnett turning over a portion of the PM budget to tv and Bates apparently planning spot radio for Du Maurier which had been in print.)

Third largest U.S. food chain—Kroger Co.—that figured in 1957 by dropping Ralph H. Jones Co. of Cincinnati to split its $10 million ad account between Campbell-Ewald, Detroit, and Campbell-Mithun, Minneapolis, again was involved as Campbell-Ewald dropped its share as "unprofitable" and C-M picked up from there becoming the sole agency.

Other top changes:

Broadcast-heavy Nehi Corp., Columbus, Ga., was resigned by Compton Adv., New York, at mid-year but soon found a new home for its total $3 million budget at D'Arcy Adv., St. Louis. Nehi products include Royal Crown Cola, Nehi flavor and Par-T-Pak. (Nehi formula has been 80% radio-tv spot, 20% newspapers.)

Oral Roberts Evangelistic Assn. moved from C. L. Miller Co. to Keyes, Madden & Jones. It has $1.75 million in radio-tv.

Florists' Telegraph Delivery Assn., Detroit, uprooted its $2.8 million advertising budget from Grant Adv. and went to Keyes, Madden & Jones in August. Noted was apparent pressure from among FTDA ranks against putting 90% of its total ad dollar in a single medium—network tv. Critics thought this wasn't the most effective method

SOLID
NO. 1
Morning
Afternoon
Evening
KOIL
OMAHA

HOOPER	TRENDEX	PULSE
Oct.-Nov. '58 8 AM - 6 PM	8 AM - 6 PM	Sept. '58
36.2 share	40.8 share	KOIL leads in 458 out of 504 quarter-hours with a flat 30 rating morning and afternoon.

Check the
RATING
of your choice
KOIL is Your
"MUST BUY" station
in
OMAHA

SOLID
NO. 1 ALL DAY
KMYR
DENVER

HOOPER	PULSE
July - Aug. '58	17 County Area July '58
NO. 1 ALL DAY	More quarter-hour firsts than any other Denver station.

COVERAGE
where it counts
KMYR
A VITAL FORCE
in selling
Today's DENVER

IF RESULTS ARE A MUST, SO ARE . . .
the Star stations
DON W. BURDEN — *President*

★ KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL
★ KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

VIEWED MOST*

VIEWED MOST*

VIEWED MOST*

*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: **The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco** of promotion. FTDA has 11,000 florists members.

Equitable Life Assurance Co., New York, billing $2-3 million, quit Kenyon & Eckhardt after a long association and appointed Foote, Cone & Belding.

Benrus Watch Co., New York, feeling the pinch of an upswing in non-jeweled watches, left Lennen & Newell in November to go with Grey Adv.

B. T. Babbitt Co. moved its $2 million budget for Bab-O, Cameo soap and other products from Donahue & Coe to the newly formed Brown & Butcher, New York, at the same time transferring its approximately $500,000 Glim cleanser account from Doyle Dane Bernbach to Brown & Butcher.

These moves were announced in January and now Babbitt has acquired Charles Antell (see story, page 40), a barter user, and will move that account from "house agency" Paul Venze Assoc., Baltimore, to Brown & Butcher.

Tax Council Mobilizes To Fight Co-op Ad Tax

Relief from the Internal Revenue Service decision imposing excise taxes on manufacturers' co-op advertising budgets will be sought at a Jan. 6 Washington meeting sponsored by the Federal Excise Tax Council. The IRS decision affects an estimated $2 billion in co-op advertising [ADVERTISERS & AGENCIES, Dec. 22]. About $400 million in tv-radio co-op advertising is involved.

An *ad hoc* committee of trade association and taxpayer groups is to be formed at the Jan. 6 meeting.

The council has asked intervention of Congress to have the decision (TD 6340) set aside. In a letter to Chairman Wilbur D. Mills (D-Ark.), of the House Ways & Means Committee, the council voiced its objection to the imposition of excise taxes on money spent by retailers in advertising manufacturers' products in local media.

The council contended the committee should hold immediate hearings in January, prior to the Feb. 1 effective date of the new regulation. It said the hearings are justified by the need of obtaining from revenue officials "the legal grounds for repudiation of administrative policies first announced in 1924 and uniformly recognized since."

This information has been withheld by IRS and Treasury officials, according to the council, which believes taxpayers should have the chance in public hearing to present arguments against the change in policy.

The council maintained the new regulation "flatly repudiates the categorical affirmation of former IRS administrative policies exempting co-op advertising expenditures for manufacturers' excise tax made by Dr. Dan Throop Smith, assistant to the Treasury secretary in charge of tax policy.

"In his appearance before the Forand Excise Tax Subcommittee in January 1956 the council noted that the construction of the law advanced by Dr. Smith at that time was later accepted and confirmed in the report without exception by the Forand subcommittee."

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Nov. 5-11

Rank	No. Viewers (000)
1. *Gunsmoke*	48,450
2. *Wagon Train*	44,260
3. *Perry Como*	40,560
4. *Chevy Show (Roy Rogers)*	40,220
5. *Maverick*	39,960
6. *Have Gun, Will Travel*	38,480
7. *Real McCoys*	37,590
8. *Perry Mason*	36,510
9. *Wyatt Earp*	36,130
10. *Lassie*	35,840

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for 2 weeks ending Nov. 22

TOTAL AUDIENCE (†)

Rank	No. Homes (000)
1. *Gunsmoke*	18,444
2. *Wagon Train*	17,270
3. *Shirley Temple's Storybook*	16,269
4. *Have Gun, Will Travel*	15,834
5. *Cheyenne*	15,617
6. *Perry Como*	15,443
7. *Maverick*	14,703
8. *Perry Mason*	14,486
9. *Ed Sullivan Show*	14,399
10. *Danny Thomas*	14,268

Rank	% Homes*
1. *Gunsmoke*	43.2
2. *Wagon Train*	40.6
3. *Shirley Temple's Storybook*	38.2
4. *Cheyenne*	37.8
5. *Have Gun, Will Travel*	37.3
6. *Perry Como*	36.2
7. *Maverick*	35.5
8. *Perry Mason*	34.2
9. *Sugarfoot*	34.2
10. *Desilu Playhouse*	33.9

AVERAGE AUDIENCE (‡)

Rank	No. Homes (000)
1. *Gunsmoke*	17,661
2. *Have Gun, Will Travel*	15,051
3. *Wagon Train*	14,573
4. *Danny Thomas Show*	13,529
5. *Shirley Temple's Storybook*	13,137
6. *Wells Fargo*	12,833
7. *Rifleman*	12,615
8. *Real McCoys*	12,615
9. *I've Got A Secret*	12,572
10. *Maverick*	12,354

Rank	% Homes*
1. *Gunsmoke*	41.4
2. *Have Gun, Will Travel*	35.5
3. *Wagon Train*	34.3
4. *Danny Thomas Show*	31.6
5. *Shirley Temple's Storybook*	30.8
6. *Rifleman*	30.7
7. *Real McCoys*	30.6
8. *Tales of Wells Fargo*	30.2
9. *Maverick*	29.8
10. *Wyatt Earp*	29.5

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for Dec. 1-7

Rank	Rating
1. *Gunsmoke*	35.7
2. *Perry Como*	32.8
3. *Loretta Young*	32.6
4. *Lucy-Desi*	31.7
5. *Rifleman*	30.6
6. *Maverick*	30.2
7. *Wagon Train*	30.0
8. *Danny Thomas*	28.3
9. *Wyatt Earp*	27.8
10. *Have Gun, Will Travel*	27.4

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BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-126): National Carbon (Esty), Harold Ritchie (K&E), Tues. 7:30-8:30 p.m.

Chevy Show (Roy Rogers) (NBC-180): Chevrolet (Campbell-Ewald) Sun., Nov. 9, 9-10 p.m.

Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.

Desilu Playhouse (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.

Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-148): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.

Lassie (CBS-138): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Lucy-Desi (CBS-115): Westinghouse (M-E), Monday 10-11 p.m.

Maverick (ABC-132): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Real McCoys (ABC-131): Sylvania Electric Products (JWT), Thurs. 8:30-9 p.m.

Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

Perry Mason (CBS-131): participating sponsors, Sat. 7:30-8:30 p.m.

Sugarfoot (ABC-126): American Chicle (Bates), Luden's (Mathes), Tues. 7:30-8:30 p.m.

Ed Sullivan (CBS-159): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.

Shirley Temple's Storybook (NBC-180): John H. Breck, Hills Bros. Coffee and National Dairy (all Ayer), Sun. 8-9 p.m.

Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-163): American Tobacco (SSC&B), alternating with Buick Dealers of America (M-E), Mon. 8:30-9 p.m.

Wyatt Earp (ABC-159): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

KM&J's Jones Moves Up As Account List Changes

There'll be a new look in faces and accounts at Keyes, Madden & Jones as it prepares to do business in 1959—but the shingle will remain the same.

Howard A. Jones will move up from executive vice president to president of KM&J, succeeding Edward D. Madden, who resigns to join the newly-merged Geyer, Morey, Madden & Ballard [ADVERTISERS & AGENCIES, Dec. 15] as board vice chairman. Freeman Keyes continues as board chairman of KM&J.

Mr. Jones told BROADCASTING Monday the agency will retain its present name and acknowledged there may be a few account shifts, what with the departure of Mr. Madden and others, including John T. McHugh, executive vice president, and David H. Halper, senior vice president and New York general office manager.

MR. JONES

At the same time, KM&J is preparing to absorb about 23 employes, including three executives named officers last week, and three accounts from Donahue & Co.—Chicago after Jan. 1, 1959 [AT DEADLINE, Dec. 1].

Newly appointed to the KM&J board from Donahue & Co. are Paul E. Kelly, William L. LaVicka and George E. Filipetti (creative director), all vice presidents.

Of the remaining top executives at D&C-Chicago, Arthur Grossman, president, reported he will serve as a consultant to KM&J and several of his past clients, and Arthur Decker, senior vice president and general manager, has joined Henri, Hurst & McDonald, as senior vice president and board member. It's presumed that Fairbanks Morse account will follow Mr. Decker.

Other board appointments announced by Mr. Keyes at KM&J include Harry B. Goldsmith Jr., senior vice president to executive vice president; Lee J. Marshall, vice president to senior vice president, and Fred E. Willson, vice president and marketing and merchandising director. Harry H. Maus and Messrs. Keyes and Jones have been board members of KM&J, a division of Russel M. Seeds Co., since Oct. 1, 1957. Mr. Maus also is secretary-treasurer.

Other new officers are Dale G. Mehrhoff, account executive to vice president; Richard R. Davis, chief accountant to comptroller, and Pierre F. Marshall, who resigns as advertising director of Bell & Howell to rejoin KM&J as vice president (at Bell & Howell, Robert D. Lipson has been named advertising and sales promotion director and A. D. Grasser sales promotion manager). All appointments are effective Jan. 1, 1959.

The agreement between Keyes, Madden & Jones, Chicago, and Donahue & Co., New York, calls for combining facilities of both agencies in New York, Chicago and Los Angeles, looking toward a national client list "with total billings of $150 million" in Chicago Norge Corp. (appliances), York (air conditioners) and National Presto Industries (housewares) will switch from Donahue & Coe to Keyes, Madden & Jones along with executive and other personnel.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Dec. 29-31, Jan. 2, 5-7 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Dec. 29-31, Jan. 2, 5-7 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Dec. 29, Jan. 5 (7:30-8 p.m.) *Tic Tac Dough,* P&G through Grey.

Dec. 29, Jan. 5 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Dec. 30 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt.

Dec. 31, Jan. 7 (8:30-9 p.m.) *Price Is Right,* Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Dec. 31, Jan. 7 (9-9:30 p.m.) *Milton Berle,* Kraft Foods through J. Walter Thompson.

Jan. 1 (12-1:30 p.m.) *Tournament of Roses Parade,* Minute Maid Corp. through Ted Bates.

Jan. 1 (9:30-10 p.m.) *Ford Show,* Ford through J. Walter Thompson.

Jan. 1 (10:30-11 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Jan. 2 (8-9 p.m.) *Ellery Queen,* RCA through Kenyon & Eckhardt.

Jan. 3 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 4 (4:30-5 p.m.) *Great Leap Forward,* sustaining.

Jan. 4 (7:30-8 p.m.) *Northwest Passage,* RCA through Kenyon & Eckhardt and R. J. Reynolds through William Esty.

Jan. 4 (8-9 p.m.) *Steve Allen Show,* Timex through Peck and Greyhound through Grey and Du Pont through BBDO, Polaroid through Doyle Dane Bernbach.

Jan. 4 (9-10 p.m.) *Chevy Show,* Chevrolet through Campbell-Ewald.

Jan. 6 (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers through McCann-Erickson.

Bon Ami Puts Damper On Barter Television

Barter tv has been demoted in Bon Ami Co.'s plan for a "vastly-improved sales picture for 1959," it was announced last week in New York. Its famous chick (trademark), which suffered overexposure to barter [ADVERTISERS & AGENCIES, Sept. 15, Oct. 13], will make another valiant try at laying golden eggs by doubling its total 1957-58 ad budget from $1 million-plus to $2.1 million, reversing the ratio of barter-to-cash by 2-to-1.

According to its new agency, Cole, Fischer & Rogow, New York, Bon Ami plans spending $1,330,000 in cash advertising (most of it in radio), knocking back barter "worth" from about $1 million to less than $750,000. Even this figure will be trimmed as Bon Ami's barter contracts with stations (effected last year with Guild Films Co.) expire. But Arthur A. Fischer, agency president and media director, said last week that he had ordered no cash tv spots "yet."

Apparently what's behind Bon Ami's turnabout is not only new management's confessed distaste of barter (brought out during the litigation this fall between the client and its former agency, Weiss & Geller Inc.); on top of this comes the implied realization by Bon Ami that it cannot risk introducing a completely revamped and repackaged product line on what it terms to be a "risky medium"—barter.

Not only has Bon Ami redesigned its three staple products, Bon Ami (powder) Cleaner, Jet Spray Bon Ami and Bon Ami (cake) Cleanser; it now will bow with Bon Ami All-Purpose Liquid Cleanser—which is said to be Bon Ami's "answer" to Adell's Lestoil, Lever's Handy Andy, P&G's Mr. Clean and Colgate-Palmolive's Genie—as well as Dust 'n Wax and Silver Gloss. These three will use test radio starting in January.

Bon Ami's intent is clear: it will drumbeat its products home. In 10 radio markets, it is scheduling up to 400 announcements a week, ranging in length from 6 seconds to one minute.

Radio Reached Peak Last Summer In Extra-Home Listeners—Pulse

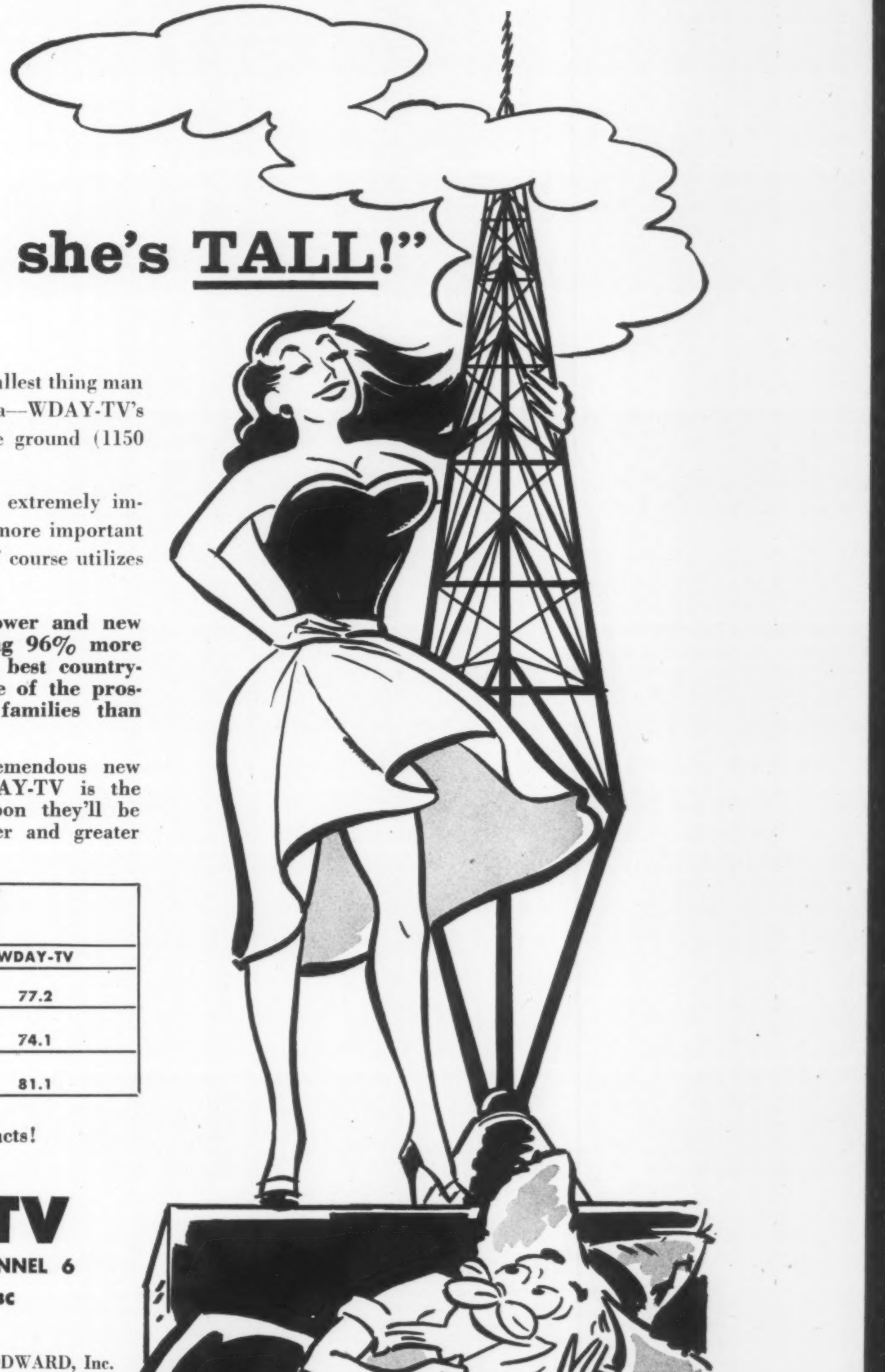
Pulse Inc. reported last week that radio out-of-home listening reached a new high last summer, adding 28.3% to the in-home audience compared to a previous peak of 25.7% registered in the summer of 1957.

In releasing the summary, Dr. Sydney Roslow, director of Pulse, pointed up the level of listening and the importance of the audience in the "overall broadcast picture." In 1951, he said, out-of-home listening added only 17.3% to the in-home audience. The Pulse summary covered 27 major markets throughout the U.S., was the latest in a series begun in 1948.

The study showed an average of 4.9% of all radio families per quarter hour reported in July-August listening away-from-home between 6 a.m. and midnight.

Highest level in the out-of-home listening was reported in New York where 5.4% of the families registered within the away-from-home segment. Los Angeles and Bos-

"My Gawd, she's TALL!"



YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957
SHARE OF AUDIENCE
Metropolitan Area

	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

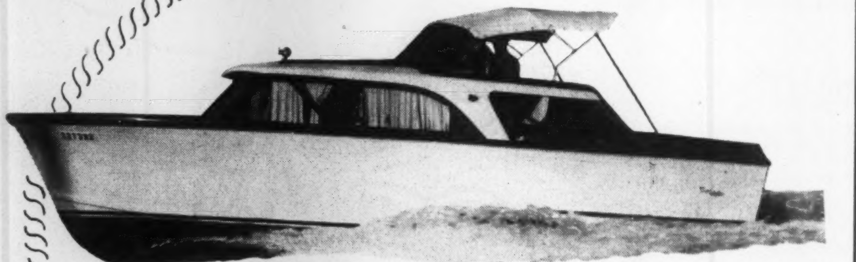
WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Another NEWS Scoop for
K-NUZ....
"BIG MIKE V"



"Big Mike V" . . . the latest addition to K-NUZ' family of ground and air "Big Mike" mobile units, is a sleek 27-foot Trojan cruiser powered by twin 160-hp engines . . . fully equipped with radio gear for on-the-spot coverage of water events and news as it happens on the Gulf Coast.

ANCHORED in the
No. 1 POSITION in HOUSTON

First in popularity with the ADULT* Houston audience—K-NUZ delivers the *largest purchasing power** or ADULT spendable income audience in the Houston market!

* Special Pulse Survey (Apr.-May, 1958)
* Nielsen (June, 1958)

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

STILL THE LOWEST COST
PER THOUSAND BUY

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour
Music and News

National Reps.:
FORJOE & Co.—
New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581

ton scored next, each with 5.3%.

Among individual markets, the per cent added by the away-from-home audience ranged from 23.6% in Pittsburgh to 31.7% in Cincinnati. The 27 markets contained more than 18.6 million radio families, or 38.4% of the U.S. total.

Atherton & Currier, Kastor Firm to Merge

The consolidation of Atherton & Currier Inc., New York, with Kastor, Hilton, Chesley & Clifford Inc., New York, effective Thursday (Jan. 1) was announced last week by H. Kastor Kahn, board chairman of KHC&C and J. W. Atherton, president of A&C. Combined billing of the new company was placed at about $18 million.

The new company will be known as Kastor, Hilton, Chesley, Clifford & Atherton Inc. and will move into new offices at 575 Lexington Ave., New York, on March 1. Officers of the merged company will be: H. Kastor Kahn, chairman; Peter Hilton, president; Charles E. J. Clifford, vice chairman; W. S. Chesley, chairman of the executive committee and treasurer, and J. W. Atherton, vice president and chairman of the plans board.

KHC&C's 1958 billing is about $14 million and, a spokesman said, the agency places "a substantial amount of business" in radio-tv for such clients as Drug Research Corp. (Regimen tablets), Carter Products, Smith Bros., and Snow Crop Div. of the Minute Maid Corp.

Atherton & Currier, with billing of about $4 million in 1958, is heavy in industrial accounts but has used spot radio-tv for such accounts as Potter Drug & Chemical Corp. (Cuticura soap) and Airkem Inc. (deodorant).

The agencies' Canadian affiliates—Bradley, Venning & Hilton Ltd. and Atherton & Currier Inc. also will be merged into a single company as of Jan. 1. Enlarged headquarters will be located in the present Toronto office of Bradley, Venning & Hilton.

Anderson & Cairns Names V.P.s

Election to vice president of three Anderson & Cairns Inc. department heads and one A&C account supervisor was announced Wednesday (Dec. 24) by agency President John A. Cairns. They are:

Murray C. Thomas, media director of A&C since 1952, before that, with media departments of Dancer-Fitzgerald-Sample and Paris & Peart; Sherman E. Rogers, copy chief at A&C since 1955, before that, creative director of Platt-Forbes Inc., consultant for Woodward & Byron Inc., and radio director of Lawrence Fertig Co.; Everett W. Hencke, A&C executive art director since 1953, before that with Fuller & Smith & Ross, Richard Chenault Inc., and Charles Dallas Reach Co. (now Reach, McClinton Co.); and Edmund C. Ridley, with A&C as account supervisor on Seeman Bros., Julius Wile, other accounts he had serviced through associations at J. D. Tarcher & Co., Cecil & Presbrey and Biow Co. agencies. Mr. Ridley has been named vice president in charge of agency relations.

Great Albums of Music
Great Albums of Music
WVNJ
WVNJ
620

Nothing else like it in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ Newark, N.J.—covering New York and New Jersey

Babbitt Gets Antell Following Colgate Buy

B. T. Babbitt Co., New York, 123-year-old cleanser firm, whose Bab-O once upon a time pioneered the way for Colgate-Palmolive's Ajax, last week honed the knife of competition. With Babbitt attempting a "comeback" following years of declining sales, it has followed up Colgate-Palmolive's purchase of Buffalo's Wildroot Co. [AT DEADLINE, Dec. 22] by buying a hair product company of its own. It is buying for "undisclosed amounts of cash" Baltimore's eight-year-old Charles Antell Inc.

The Antell account shifts from its "house agency," Paul Venze Adv. Assoc., Baltimore, to the Babbitt agency, Brown & Butcher Inc., New York, on Jan. 1. Antell formerly was handled by Joseph Katz Co., Baltimore and New York. (Colgate-Palmolive meanwhile issued no clarification on the position of BBDO, Wildroot's present agency but also agency for competing Lever Bros.)

Antell account billing is "as yet" undetermined, B&B president Thomas C. Butcher said last week, since most of Antell's spending has been in broadcast barter. Brown & Butcher is understood to be willing to let its new Antell products ride out their barter contracts for spots in option time, but will take a second, "hard look" at some of the other, less defined, barter slots.

The Antell purchase was announced Tuesday (Dec. 23) by Babbitt President Marshall S. Lachner, and Antell President Julius J. Rosen. Babbitt purchased "assets, trade names and trade marks" of Antell's domestic and Canadian operations, with take-over date set for this Wednesday (Dec. 31).

Founded eight years ago, Antell can be credited with having inspired the "lanolin school of advertising." In fact, one of Antell's earlier slogans on tv was "the name that made lanolin famous." With its staple product line having centered on such brand-name hair products as "Formula 9", Charles Antell recently embarked on manufacture of vitamin candies sold as "Vita Yums" and "Vita Pops."

At Babbitt, the Antell product operations will be run by A.N. Labelle, sales director of the Lambert-Hudnut Toiletries-Cosmetics Div. of Warner-Lambert Pharmaceutical Co., and prior to this with Colgate-Palmolive. He will be vice president of Babbitt's Charles Antell Div.

It's been no secret that Babbitt has been seeking diversification. Last Aug. 25 Mr. Lachner tipped his hand before the New York Society of Security Analysts by saying, "A substantial part of our gains in the next few years in sales and profits will come through the acquisition of other companies —companies which have been attracted to our new and aggressive marketing set-up."

Though Antell's earnings have been a family matter, Mr. Lachner said last week its contributions to the Babbitt cash register will represent "a sound step toward our goal of $60-70 million gross sales in the next five years."

HAPPY NEW YEAR

Len Tarcher
Lennen & Newell, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.
operated by: Radio and Television Division
Triangle Publications, Inc.

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

RECORD SALES • Mitch Miller, Columbia Records' artists' & repertoire chief, teamed-up with Bill Randle, WERE Cleveland, Ohio, disc jockey to promote the former's record, "Christmas Sing-Along With Mitch," for a local store. The store reported 2,390 telephone orders (about $8,000) for one Sunday afternoon. The bearded a&r man made personal appearances on WERE to direct various singing groups; Mr. Randle plugged and played all Mr. Miller's "Sing-Along" albums.

RADIO PULLS TO PARTY • WCKR Miami, Fla., attracted 1,800 to its second Theatre Party (held annually in cooperation with Florida State Theatres) through the sole use of its own facilities. The party includes free refreshments, door prizes and a preview of a movie. Although the event was publicized exclusively on WCKR, the station says people came from as far as 50 miles away.

SWEETS SUCCESS • Kit Kat candy sales shot up about 400% in Pittsburgh following a television spot campaign-competition, WIIC (TV) there reports.. The spot drive on WIIC (and initially on KDKA-TV Pittsburgh) ran September through November. Kit Kat's sales in this period last year were $6,155. In the same three months this year, $28,971 worth of the candy was sold. More than 10,000 entries, complete with Kit Kat wrappers, reportedly were received in WIIC's "Name the Wallaby" contest, which had an electric kiddie-car as first prize.

DONUTS AND DUCATS • A live commercial wherein Bob Dale, host of the KFMB-TV San Diego *Early Show* (movies), ate a donut, was the start of a success story for a newly-opened local donut shop. The shop says that within five minutes of the commercial, customers were asking for "those donuts Bob Dale eats." In subsequent spots, when he ate a different kind of donut, the shop reports it sold out of that type. Business, in fact, went up 50% in three days.

Another satisfied KFMB-TV customer is the Capri Theatre in San Diego. As part of the movie theatre's spot schedule for "South Pacific," the station announced that the Capri would give 50 free tickets to the show for the best reasons "why I would like to see South Pacific." The theatre received more than 500 letters plus many telephone calls within three days.

Survey of U. S. Commerce Planned by Census Bureau

A nationwide survey of the nation's commerce will be conducted in January by the U.S. Census Bureau. Official questionnaires to be filled out by business firms will provide statistical information for the 1958 Census of Business.

Advertising agencies and related service industries will be surveyed, as will publications. Radio and tv stations, however, will not be sent questionnaires because they report their basic financial data to the FCC.

The census data will represent a picture of the progress of business in selected trades since 1954, when the last such census was conducted.

Spot Radio Costs Rise Slight

National spot radio costs to the advertiser were up only 1.5% in 1958 for "traffic times" (early morning and late afternoon), down 6.4% for nighttime periods and about the same as 1957 for daytime hours other than traffic periods.

These estimates, based on the top 150 markets, were released last week by the Katz Agency, station representation firm, along with its latest spot radio budget estimator now being made available to advertisers and agencies. The estimator computes the cost of 12 one-minute announcements per week for 13 weeks in the 159 markets. Formulas for package plan rates and for estimating the costs of 12 or 24 announcements per week in various cycles are included.

"WRC RADIO *for many years has consistently produced business for WOODWARD & LOTHROP."*
—HARWOOD MARTIN ADVERTISING

SOLD
SOLD
SOLD
SOLD

"WRC RADIO *is a long-time favorite of FIRST FEDERAL SAVINGS AND LOAN for reaching the Washington audience."* *—HENRY J. KAUFMAN & ASSOC.*

More and more D. C. advertisers are turning to WRC RADIO

"WRC RADIO *has been selling merchandise for SAFEWAY in Washington for more than 13 years and continues to be an effective selling medium."*
—J. GORDON MANCHESTER, INC.

WRC RADIO
gets results for all kinds of advertisers in Washington, D.C., because it commands every segment of the adult, buying-powered, capital audience.

WRC·980

NBC LEADERSHIP STATION
IN WASHINGTON, D.C.
SOLD BY NBC SPOT SALES

...because WRC RADIO gets results!

AGENCY APPOINTMENTS

Canada Dry Corp., franchised bottlers in United Kingdom, appoints Robert Freeman Co. Ltd. Corporate Canada Dry advertising continues to be handled by J. M. Mathes Inc., N.Y., which services corporation on world-wide basis.

Curtiss Candy Co., Chicago, appoints Clinton E. Frank Inc., that city, to handle estimated $1 million-plus account.

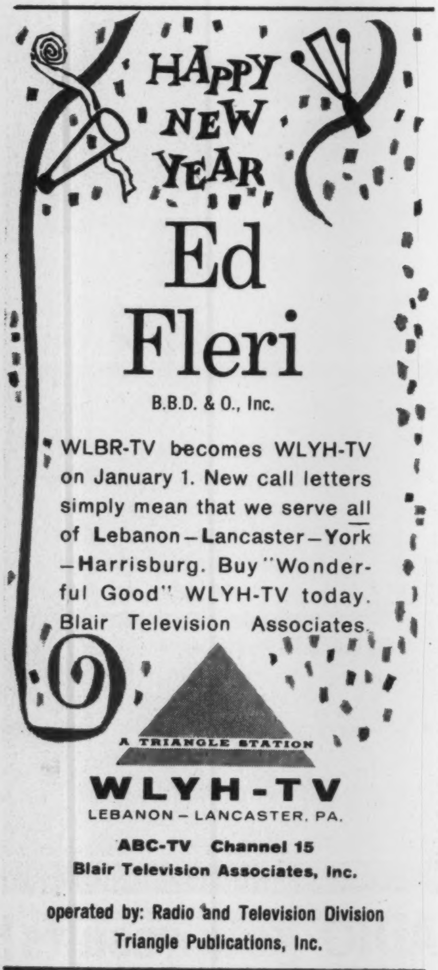
Air-Vent Aluminum Awning Co. has appointed George Patton Adv., L.A., effective Jan. 1, 1959.

Los Angeles Metropolitan Transit Authority has appointed Honig-Cooper, Harrington & Miner, L.A., effective Jan. 1, 1959.

Lever Bros. Ltd. has appointed Kenyon & Eckhardt Ltd. to handle advertising for its Jim Dandy, new all-purpose liquid household cleaner, in Canada.

Helbros Watch Co., N. Y., names E. A. Korchnoy Ltd., N. Y.

Lucky Tiger Mfg. Co. (hair tonic, dandruff treatment, Butch hair wax), Kansas City, Mo., appoints Gardner Adv. Co., St. Louis, effective Jan. 1. David P. Ferris, v.p. and board member, and Charles Butler assigned by agency as account supervisor and account executive, respectively.


HAPPY NEW YEAR

Ed Fleri

B.B.D. & O., Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

WLYH-TV

LEBANON – LANCASTER, PA.

ABC-TV Channel 15

Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

NT MOVES NEARER TO NTA BUY

Federal Judge Edmund L. Palmieri indicated last week he would approve the application of National Theatres Inc. to engage in the distribution of motion pictures to theatres, thereby paving the way for the acquisition by National Theatres of National Telefilm Assoc.'s stock.

Formal approval of NT's application awaited an order to be drawn up by attorneys for Judge Palmieri's signature. During a hearing in the U. S. District Court in New York last Tuesday (Dec. 23), Judge Palmieri asked National Theatres' counsel to make a formal application for a ruling by the court.

David Peck of Cromwell & Sullivan, counsel to NTA, said he was not certain if he would file an order for the judge's signature before the end of the week.

National Theatres, which already has purchased the stock of NTA's three principal officers and has asked its own stockholders to approve an offer to other NTA shareholders [GOVERNMENT, Dec. 22], initiated steps several weeks ago to secure judicial approval of the transaction because of possible antitrust implications. It decided to seek the court's sanction on two possible areas of dispute that might hold up its acquisition of NTA.

The first consideration involved the relationship of NTA and 20th Century-Fox Corp., both of which own a 50% interest in the NTA Film Network. Under the consent decree of the motion picture industry, Fox has agreed not to engage in theatrical exhibition. National Theatres, which was the theatre affiliate of Fox, was proscribed from distributing motion pictures to theatres. During the current hearings, Justice Dept. attorneys voiced the belief that with the acquisition of NTA by National Theatres, Fox once more would be placed in association with a company (NT) from which it was divorced under the consent decree.

The second point in question was that NTA has a subsidiary, NTA Pictures Inc., which distributes motion pictures to theatres. These films are features which NTA acquired primarily for distribution to tv but, in the process, NTA also obtained re-issue rights to theatres. National Theatres, by government order, is prohibited from engaging in theatrical distribution.

It was developed during the hearings that the main stumbling block was the Fox involvement in the NTA Film Network. On Tuesday, Mr. Peck told the court that over the previous weekend NTA had made arrangements to purchase Fox' 50% interest in the NTA Film Network. Mr. Peck said details were being worked out and a transaction would be completed before NT assumed stock ownership of NTA.

Regarding the NTA Pictures angle, Mr. Peck argued that the theatrical rights to features NTA acquired primarily for television was a "minor consideration." He reported that this phase of operation contributes "very little" to NTA's overall gross. Mr. Peck said the theatrical distribution business could not be regarded as "offensive," since it would not restrict competition. This reference was interpreted to mean that NT would not give preference to its own theatres for the exhibition of features it acquires from NTA.

Mr. Peck later said that his formal application will set no limits on the number of films that NT could distribute theatrically, but he noted that as a signatory to the consent decree, it is subject to Justice Dept. scrutiny.

Woodmere to Produce Tv Films

Samuel J. Lefrak, president, The Lefrak Organization of New York, said to be the world's largest builder of multiple dwellings, has become chairman of the board of Woodmere Productions. Woodmere is entering tv production with *Miss Bishop*, starring Jan Clayton, scheduled to start filming at MGM studios Jan. 5. Second tv series on Woodmere's agenda is *Richard Harding Davis*, the production firm having acquired the tv rights to the famed journalist's life from MGM. In an announcement admitting an investment of a "considerable amount" in the independent tv and film company, Mr. Lefrak said: "The entertainment business has a vast potential and represents a prize investment opportunity. Today, amusement is as necessary to public consumption as housing, food or clothing."

FILM SALES

ABC Films Inc., N. Y., reports sales in Canada of *The Adventures of Jim Bowie* to Sussex Ginger Ale Ltd. for showing in all Nova Scotia, New Brunswick and Prince Edward Island markets; *Douglas Fairbanks Jr. Presents* to CBC, and *Herald Playhouse* and *Kieran's Kaleidoscope*, also to CBC, *26 Men* to Holson's Brewery, through MacLaren Adv., Toronto, for showing on WGR-TV Buffalo and WCNY-TV Watertown, N. Y.

United Artists Associated (AAP) completes first sales of United Artists films since UAA took over distribution of feature film to tv stations. Included are three packages with total of 111 features to WKBW-TV Buffalo (one package of 39 was renewal). WTVR (TV) Richmond bought UA 65, also one of packages. Firm has sold "Yankee Doodle Dandy" (James Cagney as George M. Cohan) to Triangle stations and to three stations in south. Other recent sales to various stations: Warner Bros. features, Sherlock Holmes features, Gold Mine Library, Popeye cartoons, Movieland (post-1948) features and holiday films.

WBBM-AM-TV Chicago, announces purchase of 700 Paramount Picture films starting Jan. 3, 1959, with "solid" nine-day schedule running through Jan. 11 as part of station's observance of "Paramount Week."

Jayark Film Corp., N. Y., reports sale of its "Bozo the Clown" package of cartoons to KDKA-TV Pittsburgh, WSBT-TV South

YOU MAY NEVER WIN THE AMERICA'S CUP*—

BUT... WKZO Radio Will Put Wind In Your Sails In Kalamazoo-Battle Creek!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — MARCH 1958

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

WKZO Radio can "sail" your selling message into more Kalamazoo-Battle Creek homes each day than any other radio station! WKZO gives you an audience *43% larger* than that of the next station — *day and night.*

Pulse (see left) points to WKZO Radio as the leader in this important market — morning, afternoon and night—every day!

Your Avery-Knodel man has the *proof* on the big WKZO Radio audience in Kalamazoo-Battle Creek and Greater Western Michigan. Ask him for it!

**Columbia, the U.S. entry, won the 1958 America's Cup from Britain's Sceptre in four straight races.*

AM—TV—FM

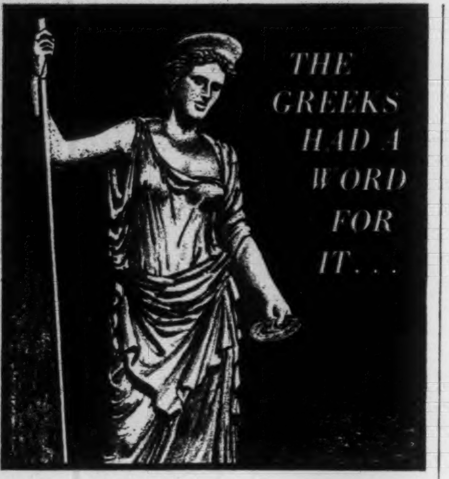
The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives


THE GREEKS HAD A WORD FOR IT . . .

ΠΡΟΣΤΑΤΗΣ
JUNO
PROTECTOR
OF WIVES

JUNO (Gr.—Hera), the wife of Jupiter, was assigned by the Greeks the chore of looking after married women. Frankly, we don't see how she had much time to give to the job, busy as she was checking out her suspicions about Jupiter and his various amours. No matter—whenever a Greek helpmeet found things a bit sticky around the old homestead, she turned to Juno with an appeal for help. Evidently Juno's concern for wives paid off, as she was much venerated.

But Juno can't hold a candle to the concern we at WCKY feel for housewives—*Cincinnati* housewives, that is. We spend our days entertaining them with good music, giving them the latest news and special features, because we know that housewives control the family purse, and spend the major portion of family money. As a result, WCKY has a large audience of housewives. The June-July '58 Nielsen showed that 73% of our audience is composed of housewives, who lend an attentive ear to sponsors' messages, and that's why smart sponsors such as Kroger and Albers (the two largest food chains here) buy WCKY.

. . . . And if you want to sell Cincinnati housewives your product, don't call Juno—call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who'll show you that WCKY is your best buy to reach Cincinnati housewives.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

Bend, WBEN-TV Buffalo and WCHS-TV Charleston, W. Va.

Independent Television Corp. announces sale of 24 programs in 14 overseas markets. representing $200,000 in business, following return of Manny Reiner, ITC v.p. in charge of foreign operations, from six-week trip to Australia and Far East. *Lassie* was sold to five new markets in Japan and renewal for program signed by Mitsuwa Soap Co. for sponsorship on Radio Tokyo Network, and *Cannonball* series also to Radio Tokyo for telecast in six cities. Other cities in which ITC shows were sold: Hong Kong, Manila, Sydney, Melbourne and Bangkok.

Ziv Television Programs, N. Y., reports that total sales in 1958 increased by 32% over those for 1957. During 1958, Ziv-Tv introduced two new series on networks—*Bat Masterson* on NBC-TV and *Rough Riders* on ABC-TV—and seven series for syndication—*Sea Hunt* (first and second year product), *Target, Mackenzie's Raiders, Bold Venture, Highway Patrol* (fourth year) and *Dial 999.*

Banner Film Inc., N. Y., announces slate of *Night Court U.S.A.*, half-hour tv film series, to KOB-TV Albuquerque, KTVR (TV) Denver, KOLD-TV Tucson, KGUL-TV Houston, WCHS-TV Portland, Me., and KCIX (TV) Nampa, Idaho, and "Banner Feature Film Package" to KTVU (TV) San Francisco, WMAR-TV Baltimore, KOLD-TV, WRCV-TV Philadelphia and WSIL-TV Harrisburg, Ill.

National Telefilm Assoc., N. Y., reports that its "Dream Package" of 85 feature films has been sold in total of 58 markets, with latest sales to WMAL-TV Washington, KTVU (TV) Oakland-San Francisco, WRCA-TV New York, WJAR-TV Providence, KDAL-TV Duluth, KPTV (TV) Portland, Ore., KONO-TV San Antonio, WHO-TV Des Moines, WHBF-TV Rock Island, Ill. and WCIA (TV) Champaign, Ill.

FILM DISTRIBUTION

Screen Gems Inc., N. Y., reports it is releasing to tv group of 78 feature films from Columbia and Universal libraries. Included in this new "powerhouse" group are "The Killers," with Burt Lancaster and Ava Gardner; "Seven Sinners," with John Wayne and Marlene Dietrich; "Here Comes Mr. Jordan," with Robert Montgomery and Claude Rains, and "A Song to Remember," with Cornel Wilde, Paul Muni and Merle Oberon.

Sterling Television Co., N. Y., has been designated distributor for new series of color tv films shot by Marine Studios, St. Augustine, Fla., at famous Marineland. Series—dealing with underwater life—is titled *Wonders of the Sea,* and has already been sold to Canadian Broadcasting Co.

ON CAMERA

Screen Gems Inc. announces production of its newest video series, *Stakeout,* was set to get underway in and around Ft. Lauderdale, Fla. Series will star Walter Matthau, currently appearing in Harry Kurnitz' Broadway play, *Once More, With Feeling. Stakeout* deals with activities of Florida Sheriff's Bureau.

CBS-TV has launched new science-fiction series to be written by Rod Serling who will co-produce series with William Self, executive producer at CBS-TV. Pilot film, *Twilight Zone,* went before cameras Dec. 4 at Universal-International studios.

Walden Productions, Hollywood, started filming pilot of *The Thirty-Third,* projected tv series based on voice acknowledgment of phone calls at New York police detective bureau, Dec. 15 at Desilu Studios. Charles Bickford will star as Lt. Shad Rourke and James Goldstone will direct pilot. Jules C. Goldstone, president of Walden, also said that company's *Court of Last Resort,* broadcast last year on NBC-TV, has been sold to ABC-TV which will begin rerunning series in January.

MGM-TV will produce new tv film series, tentatively titled, *Mickey McGenigie,* with navy comedy format. Series will be produced in association with Harry Joe Brown and will be based on *Saturday Evening Post* stories of Adm. Dan Gallery. Mickey Shaughnessy will star. Other details such as producer and writer for the new series have not been announced.

Bernard L. Schubert Inc., N. Y., in association with John W. Loveton, reports new cycle of 39 half-hours in *Mr. & Mrs. North* tv film series will be produced shortly. Group of 57 half-hours of series currently are being carried on 60 stations. Telestar Films Inc., N. Y., distributes *Mr. and Mrs. North.*

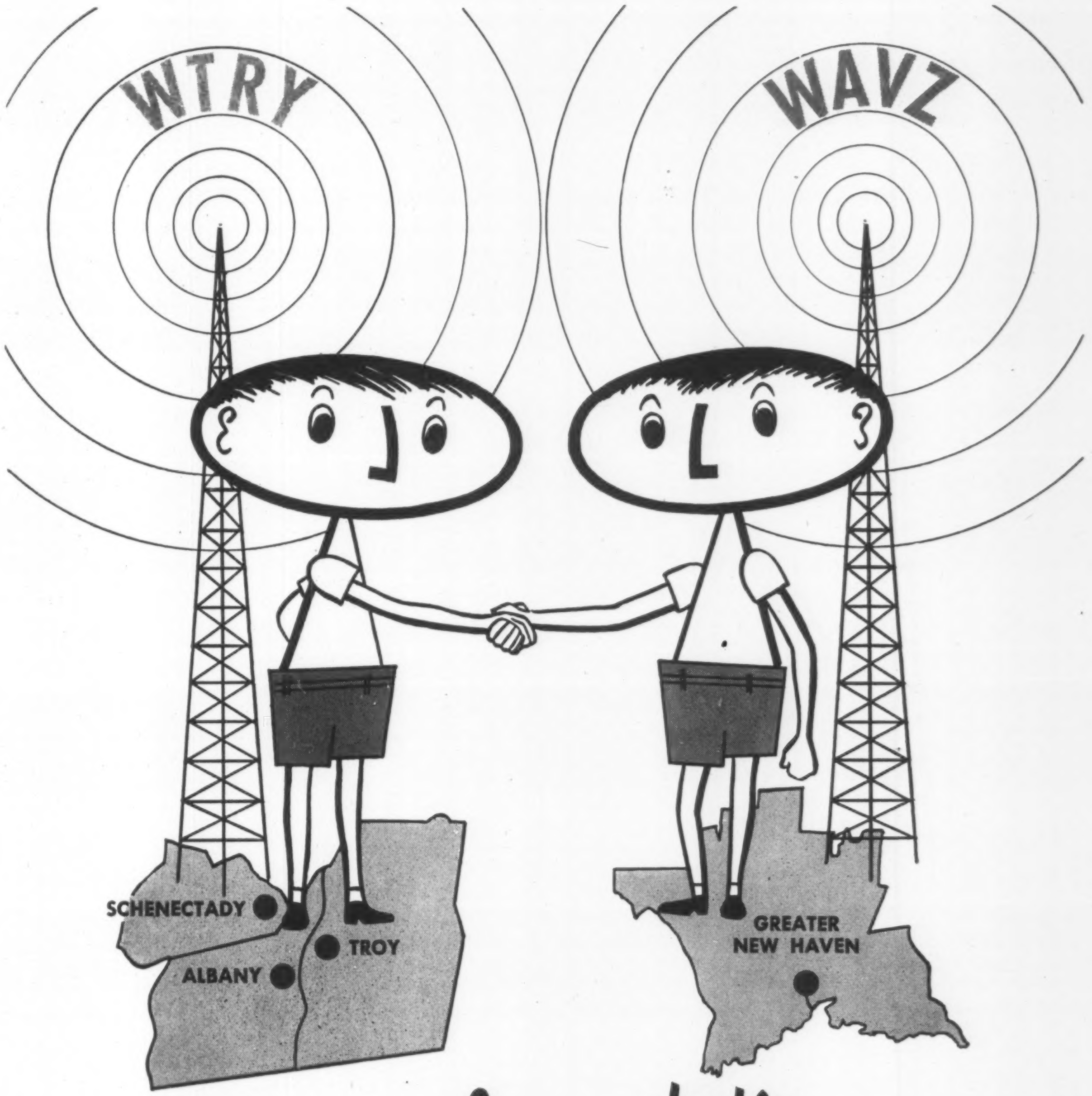
Warner Bros., Burbank, Calif, announces that *Torrid Zone,* half-hour tv adventure series, has been added to its schedule of new shows for next year. Howard Pine will produce series, its first episode to begin filming Feb. 2. No star has been named for the program.

Louis Prima and **Keely Smith,** husband-wife entertainers, have formed partnership with Irving Levin, president of AB-PT Pictures Corp., to produce situation comedy tv series, *Louis Prima-Keely Smith Show.* Filming will start in January at MGM studios, with Mr. Levin as executive producer, Edmund Chevie, producer, and Ed Simmons, writer.

RANDOM SHOTS

Jack Douglas Productions today (Dec. 29) moves into new headquarters at 8833 Sunset Blvd., Hollywood 46. Telephone: Oleander 5-7790.

National Telefilm Assoc. is opening offices in the Russ Bldg., San Francisco, to service central and northern California and the Northwest, it was announced by Berne Tabakin, NTA vice president in charge of west coast operations. New office will be staffed by Henry P. Long, former vice president of MCA's film syndication division, and Robert Lang, former assistant to the radio-tv director of BBDO.



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In delivering DOWN TO EARTH understanding . . .

of what audiences want . . . how to move products for advertisers . . . how to lead communities for the benefit of the people who live in them.

Representatives: **WTRY**
John Blair & Co.

WAVZ
National: Hollingbery Co.
New England: Kettell-Carter

24 HOURS A DAY

WTRY WAVZ

ALBANY, SCHENECTADY, TROY, NEW YORK
NEW HAVEN, CONN.

Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager

Network Gross Billings Continue Upward Surge

Network tv gross billings in the 1958-59 season were off to a bullish start. Figures released last week by Television Bureau of Advertising showed billings for the 10 months ended in October to be more than $460.6 million, 10.1% gain over the same period last year, and for October alone, more than $52.5 million, or 6.6% ahead of October 1957.

As in September, ABC-TV and NBC-TV showed increases in October (up 23.1% and 10.2% respectively) while CBS-TV billing declined slightly (2.4% in October, 2.6% in September). NBC-TV had nearly filled the monthly billing gap between it and CBS-TV—a difference of about $1.2 million still existed.

Though October was off a bit, CBS-TV nonetheless chalked up more than $21.8 million that month, or second highest billing month in 1958 (January was tops for the network). The compilation:

Tv Networks' January-September Total

	OCTOBER			JANUARY-OCTOBER		
	1957	1958	% Change	1957	1958	% Change
ABC-TV	$ 8,093,724	$ 9,960,524	+23.1	$ 66,376,706	$ 82,212,708	+23.9
CBS-TV	22,421,673	21,878,506	− 2.4	195,897,167	203,070,337	+ 3.7
NBC-TV	18,752,891	20,664,587	+10.2	156,187,214	175,337,212	+12.3
TOTAL	$49,268,288	$52,503,617	+ 6.6	$418,461,087	$460,620,257	+10.1

1958	ABC-TV	CBS-TV	NBC-TV	TOTAL
JANUARY	$9,168,609	$22,094,015	$18,344,111	$49,606,735
FEBRUARY	8,441,988	19,410,741	16,785,315	44,638,044
MARCH	9,402,407	21,211,070	18,874,597	49,488,074
APRIL	8,739,456	20,628,511	18,283,379	47,651,346
MAY	8,477,755	20,970,022	18,470,368	47,918,145
JUNE	7,387,586	19,733,057	16,648,462	43,769,105
JULY	7,083,555	18,332,925	15,702,029	41,118,509
AUGUST	6,923,735	19,383,736	15,202,021	41,509,492
*SEPT.	6,627,093	19,427,754	16,362,343	42,417,190

* Figures revised as of Dec. 16, 1958.

Moscow Bars Levine From Mike, Charging Censorship Violation

The Soviet government last week took microphone privileges from NBC's Moscow correspondent Irving R. Levine, charging he had violated censorship regulations in presenting an interview with Sen. Hubert Humphrey during the latter's heralded visit several weeks ago.

The prohibition to broadcast is "until further notice." He may still file stories via cable or telephone.

Moscow's action was the second involving an American network this year, and leaves only ABC able to broadcast from Moscow. At mid-year CBS' Daniel Schorr was labeled *persona non grata* and that network was denied the privilege of having a correspondent in Moscow [NETWORKS, July 7, *et seq*]. ABC's Moscow man is Henry Shapiro of United Press International.

The latest action was at first thought to pertain only to Mr. Levine. Then, last Tuesday (Dec. 23) *Time-Life* correspondent (and NBC stringer) Edmund Stevens attempted to broadcast, but was cut off the air. He was told the ban against Mr. Levine extended also to him. However the ban on Mr. Stevens was lifted 30 hours later without explanation.

Mr. Levine, by mid-week en route home to participate in an NBC yearend broadcast, stopped off at Copenhagen, Denmark, to air his version of the disputed Humphrey interview. (He noted that Soviet authorities had objected to an earlier interview with the senator after his meeting with Premier Khrushchev.) The second interview dealt with prospects for cooperation on world health, and "when his [Humphrey's] prepared remarks were not passed by the censor by broadcast time, we went on the air anyway—that is, until the censors cut the line dead.

"The material, by the way, was passed three hours later."

When Mr. Levine asked Moscow authorities how long he would be restricted, he was told the ban was temporary, was intended only as "punishment," not an ouster action, and that its duration would depend on how well he behaved himself regarding censorship on telephone calls and cables.

COLORCOPTER PLANNED

NBC-TV will use a new experimental color television system, portable and compact, to present a bird's eye view of the Tournament of Roses parade from a helicopter on Jan. 1 (12 noon-1:30 p.m.). The color pickup equipment, developed by RCA Labs., consists of two units, fully transistorized. The two units are a 20-pound camera and a 45-pound control and monitor. The system, according to RCA, will have application for closed-circuit tv in industry, defense, education and research.

Willet H. Brown Resigns Presidency of Don Lee

Willet H. Brown is relinquishing the post of president of Don Lee Broadcasting System, but will have a "continued association with Thomas F. O'Neil in other areas of RKO Teleradio Pictures Inc." Mr. Brown made this announcement in a memorandum to employes. Henceforth, it was said, KHJ Los Angeles and the Don Lee regional network, KFRC San Francisco and KHJ-TV Los Angeles will be operated "as three individual entities rather than as a single unit."

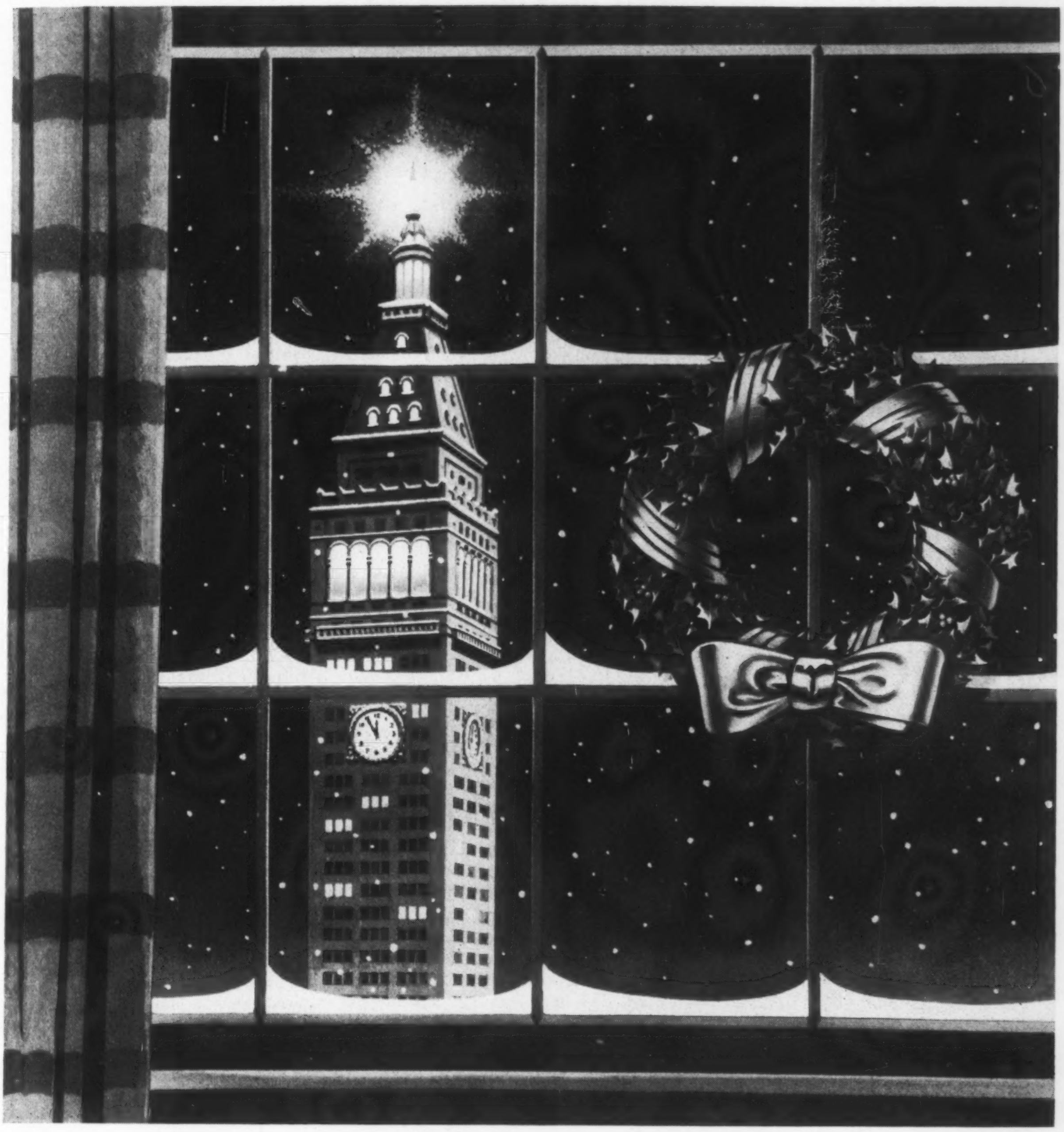
Mr. O'Neil is chairman, president and treasurer of RKO Teleradio Pictures, owner through its General Tele-Radio Div. of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis, and WGMS-AM-FM Washington, D.C., as well as the Don Lee and Yankee regional radio network, serving the Pacific Coast and New England, respectively.

No other change in management or operation of the Don Lee network or stations is contemplated. Norman Boggs continues as vice president and general manager of KHJ and Don Lee Broadcasting System. Wendell B. Campbell continues as

HAPPY NEW YEAR
Bert Mulligan
Compton Advertising, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today.
Blair Television Associates.

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.
operated by: Radio and Television Division
Triangle Publications, Inc.



Merry Christmas

THOUGH OTHER THINGS may change in this world of ours, Christmas remains forever the same . . . a season of joy and hope and love and faith.

We of Metropolitan Life . . . whose privilege it is to serve so many families in the United States and Canada . . . greet you in the ancient and abiding spirit of that first Christmas observed so long ago under the stars of Bethlehem.

May you know the warmth, the joy and the love of Christmas as expressed by happy family reunions . . . the spirit of Christmas as symbolized by church bells and chimes . . . and the faith of Christmas as expressed in our worship of the Almighty.

As a New Year dawns, we hope it will bring you the fullest measure of health, happiness, progress . . . and peace and contentment of mind and heart. And may these blessings be with you throughout all the years that lie ahead.

METROPOLITAN LIFE INSURANCE COMPANY *(A Mutual Company)* 1 Madison Avenue, New York 10, N. Y.

vice president and general manager of KFRC. John T. Reynolds continues as vice president and general manager of KHJ-TV. The chief difference seems to be that from now on these three executives will report to RKO Teleradio Pictures headquarters in New York instead of to Mr. Brown.

WJQS Drops CBS for MBS

Mutual announced last week that WJQS Jackson, Miss., has joined the network as an affiliate effective immediately. The station had been affiliated with CBS Radio. WJQS operates on 1400 kc with 250 w. It is owned and operated by Dumas Milner Broadcasting Co. Lewis Heilbroner is general manager.

NETWORK SHORTS

CBS Inc. announces proposal to convert its A and B stocks into single class of common stock [NETWORKS, Nov. 17] was approved at special meeting of stockholders in New York last Monday (Dec. 22). Vote was 77.8% for, 0.5% against.

NBC-TV's *Steve Canyon Show* (Sat. 9-9:30 p.m.) has been moved to Thursday 8-8:30 p.m. time period, replacing *Ed Wynn Show* which has been dropped. Liggett & Myers, sponsor of both shows, has replaced *Canyon* with *Black Saddle* [BUSINESS BRIEFLY, Dec. 22].

HAPPY NEW YEAR

Bob Widholm
Doherty, Clifford, Steers & Shenfield, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

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operated by: Radio and Television Division
Triangle Publications, Inc.

SAG-AFTRA MERGER SUBJECT OF BALLOT

- **'Impartial' film may be hired**
- **To carry out study of merger**

Along with Christmas bills, members of Screen Actors Guild this week are receiving ballots for their vote on a resolution that SAG "employ an impartial research organization to make a thorough study of the feasibility of merger with American Federation of Tv & Radio Artists and to develop possible merger plans for consideration by the membership."

Drafted by the SAG board, the resolution was submitted to the guild's annual membership meeting held Nov. 25 in Beverly Hills, Calif., which approved it by an overwhelming vote [LEAD STORY, Dec. 1]. Now the entire national SAG membership is being given a chance to ratify or reject that action, with a strong board recommendation for ratification.

The original board resolution had four provisions: for the study of the feasibility of the SAG-AFTRA merger, that AFTRA be invited to join in the study, that other talent unions belonging to the Associated Actors & Artists of America also be invited to participate and that the costs be shared by all participating AAAA branches. (AAAA is the parent AFL-CIO union from which AFTRA, SAG, Actors Equity and other talent unions derive their charters.)

A fifth provision was added to the resolution as an amendment proposed and voted at the membership meeting and approved by the board: "In not more than 90 days from the date this resolution is ratified, a report shall be made to the entire membership on the progress of the survey."

With the ballots, members were mailed a detailed report of the meeting, including a history of attempts of actors to merge their unions dating back to 1938, prepared by the board and read at the meeting by Howard Keel, SAG's new president. "Merger," he commented, "is an appealing idea . . . one card, lower dues, elimination of jurisdictional disputes and greater strength in collective bargaining. . . . However, none of these goals has been realized in their merger plans previously considered. . . .

"All of this indicates that merger is a serious and complex matter, requiring the most careful study. Certainly there are many problems that must be worked out before a plan of merger can become a reality. In any merger plan we should certainly want to know what kind of governing board or boards are involved; how they are to be selected; what their powers are; what influence or authority will the governing board of each branch have in the affairs of the other branch or branches? . . . We should also want to know how a one-card system will be attained. Will a member working only in motion pictures have to pay the same dues that are paid by a member who works in both live tv and in motion pictures? These and many other questions can only be answered by having a concrete merger plan for your consideration."

The videotape situation and the jurisdictional controversy that tape has created between SAG and AFTRA also were reviewed.

John L. Dales, SAG executive secretary, interjected a report of his own of a heretofore undisclosed meeting between himself and William Berger, SAG attorney, and Donald Conaway, national executive secretary of AFTRA, and AFTRA's attorney, Morton Becker.

At this secret session, held Oct. 17 in Colorado, Mr. Dales said, SAG proposed that it and AFTRA appoint committees to work out proposals for tape negotiations. When these proposals had been approved by the two unions, they would then appoint a joint negotiation committee to meet with both AFTRA and SAG employers.

"When the contract had been negotiated, the guild would sign and administer this contract in its field, the film producers, and of course AFTRA would sign and administer the same contract, same rates, in their field with their producers, their employers. Both Conaway and I agreed that if we could work out something along these lines, the independent recording studios, tape studios, would create no problem whatsoever and in fact I went so far as to indicate that if this approach would settle the problem, the guild would be willing to forego any claim to these independent studios. . . .," Mr. Dales stated.

"After day-long discussions . . . we were told by Conaway and Becker that joint negotiations, joint uniform tape rates, (although this would solve the tape problem) were not enough. They said that their members wanted to vote in an NLRB proceeding and that they could not come back with a solution which did not involve merger. . . ." (AFTRA's petition for a referendum to determine jurisdiction over all VTR is now before the NLRB.)

Mr. Dales said he felt "disturbed when Conaway and Becker said that not enough came out of the meeting to report it to the AFTRA board. I hope that they have," he added. "I think both memberships are entitled to know the details of that meeting."

What AFTRA Won From the Networks

Details of the new contract between the American Federation of Television & Radio Artists and the four networks were released last week. The contract, retroactive to Nov. 15, will be submitted to membership for ratification in early January.

Contract provisions not disclosed earlier [AT DEADLINE, Dec. 22] include the following: Taped program commercial fee for on camera use by principals in from 6 to 20 cities for 13-week cycle is $200 and for off camera, $150; for group performers up to four, $57.50 each for use in six to 20 cities and $50 each for group of five or more. In one to five cities, 13-week cycle program commercial taped fees for principal performers on camera, $145 each; off camera, $95 each; groups of three and four, off camera, $57.50 each and group of five or more, off camera, $50 each.

Network radio fees remain the same as in old contract except for sportscasters, who receive 10% increase. In the transcription code, fees for all wild spots (spots used on station breaks or in local participating programs) go up 15%. Sound effect artists will receive 10% increase on all fees.

The national taped commercial fee for session and first use is $93, with re-run formula totaling $865 for a 13-week cycle and $983 for a 26-week cycle. Network radio fees remain as under the old contract except for a 10% increase for sportscasters. ABC-TV and CBS-TV agreed to a formula for payment of fees to performers on network programs sold in foreign markets, established earlier in the year with NBC-TV.

AFTRA negotiators were Donald F. Conaway, national executive secretary; Mortimer Becker, national counsel; Claude McCue, west coast office, Ray Jones and Bud Wolf, central region, and Kenneth Groot, New York. Network negotiators were William Fitts, CBS; George Fuchs, NBC; Richard Freund, ABC, and Joseph Keating, Mutual.

Fees are said to be substantially higher than in the Screen Actors Guild contract.

KCOP (TV) Continues on Air Despite Strike by IBEW Workers

Supervisory personnel at KCOP (TV) Los Angeles have kept the station on the air since 5:55 p.m. Monday (Dec. 22) when 43 members of Local 45, International Brotherhood of Electrical Workers, walked off the job. Earlier that afternoon, KCOP had proposed an armistice until after Christmas, but transmitter and control room engineers and other technical workers, including cameramen and stagehands, chose instead to strike.

Management, money and lighting were described as the three major elements of disagreement between station and union by Kenyon R. Brown, KCOP president. KCOP currently has three management men, not union members, in its engineering.

As to money, IBEW originally asked for a $10 a week increase, reduced that to $5 but rejected KCOP's offer of a $2.50 raise now and another $2.50 boost for the second year of a proposed two-year contract. The lighting dispute stems from a control device developed since the last KCOP-IBEW agreement which management asserts enables a camera operator to control lighting as well, while the union refuses to agree to the elimination of an additional man to regulate studio lighting.

The strike came a week after the expiration of the previous KCOP-IBEW agreement on Dec. 15 and four days after a "final deadline" on Dec. 18. The station lost about five minutes of air time immediately following the walkout but has operated without interruption since then.

PERSONNEL RELATIONS SHORT

WERE Cleveland and National Assn. of Broadcast Employes & Technicians signed four-year contract Dec. 12, described by union as first time it has entered into agreement beyond three years. Contract is retroactive to last Nov. 15 and was described by both parties as involving substantial wage increase.

Buick photo courtesy GM Photographic

sell

FLINT

home of great '59's . . . set for a record-breaking '59

Two great cars for '59, Buick and Chevrolet, mean great things now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on WFDF.

sell Flint on

WFDF

5 KW for Flint and Northeast Michigan

dial 910

Chevrolet photo courtesy GM Photographic

NBC Affiliate — Represented by the KATZ AGENCY

Now, you say when

And how often too! For once programs and commercials are recorded on Videotape*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME • LIVE QUALITY • IMMEDIATE PLAYBACK • PRACTICAL EDITING • TAPES INTERCHANGEABLE • TAPES ERASABLE, REUSABLE • LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional
products division

*TM AMPEX CORP.

NO RADIO-TV RECESSION IN 1958

- **Records set on all industry fronts, NAB study shows**
- **Yearend tally: Tv up 10% to $1.4 billion, radio up 3%**

Broadcast advertising expenditures rose to alltime highs in 1958 despite the recession—tv up 10% to $1.42 billion and radio up 3% to $641 million.

These compilations, made by NAB, show that number of operating stations, sets-in-use and time devoted to viewing and listening established new records.

In a resume of 1958 broadcasting developments NAB found an increase from 495 to 512 in the number of operating tv stations. The number of sets-in-use was figured at 48.3 million compared to 44.5 million a year earlier. The number of "home hours per day" of televiewing was computed at 259 million, an 8% increase over the 239 million hours a year ago.

Arrival of videotape as an industrywide facility was "one of the most exciting developments of the year," according to NAB President Harold E. Fellows. He anticipates continued growth in use of this recording technique, including inter-station exchange of taped programs. He credited the impact of tv advertising with a strong role in helping the country pull out of the 1958 recession.

Mr. Fellows cited these other tv developments:

Protests against proposals by FCC to conduct pay-tv tests; adoption of a tv code ban on white-coat advertising (use of actors to portray physicians, dentists and nurses in commercials); telecasting of an estimated 900,000 public service spot announcements worth at least $65 million by the 300-odd stations subscribing to the tv code. More than 100 national service organizations and many other local agencies shared the benefits.

The $641 million estimate of 1958 radio advertising was accompanied by a jump of 400 in the number of radio stations on the air (360 am, 40 fm), a total of 3,869 (3,307 am, 562 fm).

NAB estimated 150 million radio sets are in operation, 100 million of them in homes, 38 million in autos and 12 million in public places. Over 49 million of the 50.5 million U. S. homes have at least one radio. Fm set circulation was estimated at 14 million.

Growing interest in radio and tv station editorializing was cited. Radio programming trends include increased concentration on music-and-news, and good music, giving listeners in metropolitan areas, particularly, a new range of program choices.

A campaign urging travelers to "Look for a Room With a Radio" was started in cooperation with the hotel-motel industry. NAB's Standards of Good Practice for Radio Broadcasters campaign produced over 600 station subscribers. One of the year's technical milestones, the advent of stereophonic broadcasting, promises to produce greater public interest in this type of musical reproduction, the association believes.

Progress was made in the fight for access to courts and public events, NAB noted, citing the American Bar Assn. agreement to study new techniques in courtroom coverage by microphone and camera. ABA's Canon 35 bans electronic reporting of trials.

Mr. Fellows termed the ABA action the most significant step in the history of broadcasting's campaign against Canon 35. He added, "Broadcasters throughout the United States stand ready to demonstrate that they can broadcast trials and other public proceedings without obtrusion and without any interference with judicial process or individual rights."

NAB-Harvard Management Course Open for Registration Next Month

Registration forms for broadcasters desiring to participate in a July 6-17 Broadcast Seminar at Harvard Graduate School of Business Administration will be mailed in January, NAB President Harold E. Fellows announced Dec. 28.

The decision to go through with the NAB-sponsored project followed "enthusiastic response from radio and tv executives," Mr. Fellows said. He explained the course "will help foster executive skills necessary to keep pace with the rapid growth of radio and tv and encourage the flexible thinking required of successful broadcasting executives."

Seminar enrollment will be limited to 60. Cost of the course will be about $500 for each student, including room, board, instruction and books. The seminar will explore, primarily through the case method, administrative skills involved in top executive posts. Special broadcasting case material will be developed for the seminar. The project is under the direction of Prof. Sterling Livingston, of the Harvard faculty, who will be aided by other business school professors.

Buning to Northeast NAB Post

John A. Buning has joined the NAB station relations department as field representative for the Northeast. Formerly with the old International News Service, Mr. Buning will serve under William Carlisle, NAB station relations manager. He has a broad technical and executive background in broadcasting, having served with Florida stations and later with ABC and MBS. In World War II he served on the field engineering force of Western Electric Co.

UPCOMING

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.

Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.

Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Hotel Will Rogers, Claremore.

Jan. 17-18: Retail Advertising Council seventh annual meeting, Palmer House, Chicago

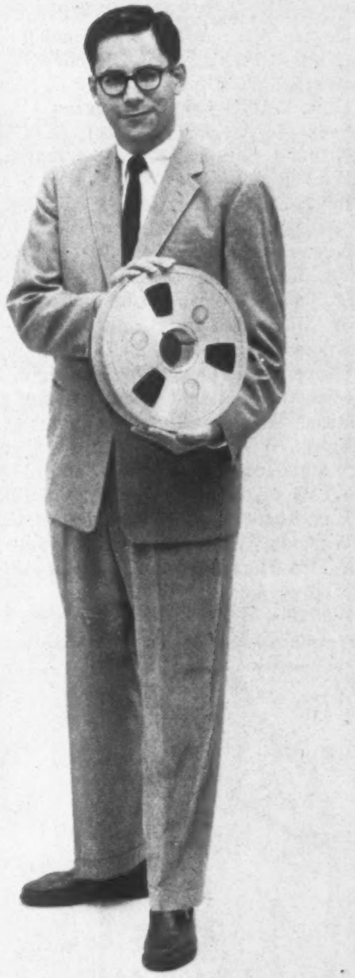
Jan. 20: Screen Producers' Guild award dinner, Beverly Hilton Hotel, Los Angeles.

Jan. 18-21: Newspaper Adv. Executives Assn. annual convention, Edgewater Beach Hotel, Chicago.

Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.

Jan. 23-25: AWRT, Michigan conference, Detroit.

"How to be in two places at once"



Mr. Joel Chaseman
Program Manager, WJZ-TV
Television Hill, Baltimore

"We Videotaped* a busy candidate's campaign speech. He was on the air "live" and actively campaigning at the same time—literally in two places at one time, thanks to our Videotape* Recorder.

AMPEX
CORPORATION
850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
professional products division

*TM Ampex Corporation

RTNDA Committee Membership Announced by President Renick

Thirteen committees of Radio Television News Directors Assn. have been named by RTNDA President Ralph Renick, WTVJ (TV) Miami. Chairmen and vice chairmen:

Freedom of Information—John F. Lewis, WBAL-AM-TV Baltimore; James Bennett, KLZ-AM-TV Denver. Membership—Harry V. McKenna, WEAN and WPJB-FM Providence, R.I.; John K. Williams, KETV (TV) Omaha, Neb. Publicity—Thomas Powell, WGBI Scranton, Pa.; Robert E. Fahs, WDSU-TV New Orleans. Convention Sites—Jerry Bowman, WERE Cleveland; Arthur J. Smith, WHTN Huntington, W.Va. Wire Policy—Lee White, KROS Clinton, Iowa; Charles Harrison, WMBD Peoria, Ill.

Techniques—Dick John, WKY-TV Oklahoma City; Don Brown, WILL Urbana, Ill. Vocational Film—Julian Hoshal, KSTP-TV St. Paul; G. W. Johnstone, National Assn. of Manufacturers. Constitution — Harold Baker, WFGA-TV Jacksonville, Fla.; Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich. Inter-Station Cooperation—Crawford Rice, WTVT (TV) Tampa, Fla.; Bob Frank, WOC Davenport, Iowa.

Standards of Practice—Sanford Markey, KYW Cleveland; Ralph Shupe, WMOH Hamilton, Ohio. Career Recruiting—Dan Wozniak, Michigan State U.; Jim Magee, WTPA Harrisburg, Pa. Bulletin Advisory—Monroe Benton, WTRY Troy, N.Y.; Bill Williams, WSM-AM-TV Nashville. Protocol —Ted Koop, CBS (no vice chairman).

HAPPY NEW YEAR
L. T. Fisher
Dancer-Fitzgerald-Sample, Inc.
WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon—Lancaster—York—Harrisburg. Buy "Wonderful Good" WLYH-TV today.
Blair Television Associates
A TRIANGLE STATION
WLYH-TV
LEBANON - LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.
operated by: Radio and Television Division
Triangle Publications, Inc.

WHICH PAGE OF 'LIFE' DO

Somewhat like the unhappy cartoon character huddled in his empty packing box muttering, "People are no damn good," Time Inc. persists in periodically potshooting at television. The current entertainment issue of Life *takes up the cudgel from sister* Fortune [Advertisers & Agencies, *Nov 24*]. *NAB President Harold E. Fellows, however, notes that in this latest criticism,* Life *disregards some established facts, and also traps itself with certain intra-issue contradiction.*

Here's Mr. Fellows' rebuttal:

The current issue of *Life* magazine continues the attack against television that Time Inc. began seven years ago and renewed in last month's *Fortune*. Surprisingly, the *Life* attack disregards and contradicts many facts reported elsewhere in the same issue.

Current popularity of tv westerns is ascribed (page 52) to the "faddish fickleness" of "tv's 'boom or bust' programming." Yet *Life* observes (page 91) that "nothing is more permanent than the public's enchantment with the legends of the Wild West."

The tenor of the *Life* attack is not surprising in view of the fact that Time Inc. publications suffered serious drops in income this year while television revenues were rising. *Time* was down 7% for the first nine months, compared to 1957; *Life* and *Fortune* were each down 12%.

Life in a full-page editorial (page 52) states that tv has created audiences and addicts but has shown little power to create new loyal fans, or to hold them. Yet it describes the *Ed Sullivan Show* (page 57) as "the granddaddy of varieties" and credits it with presenting a single joke that "simultaneously tickled" about a quarter of the American population.

Again *Life* revives a *Fortune* theme—that tv economics preclude anything except mediocre programming. The "typical" $30,000 and $40,000 budgets of syndicated half-hour westerns are contrasted with the lavish budgets of top Broadway shows and multi-million-dollar movies. Only one sentence deals with the $600,000 *Wonderful Town* telecast and the regular weekly high-budget programs. The *Playhouse 90, du Pont Show of the Month* and *Omnibus* productions are not even mentioned.

Life ignored television's function as a news and information medium; but it stated, "Unless the pure purpose of entertainment controls at least some tv channels, the medium will continue to lose or damage its best talent." This is the crux of *Life's* argument in favor of pay-tv. Apparently *Life* feels there is a good chance that pay-tv would reduce advertising competition from television, though there is no assurance that pay-tv would not be commercially sponsored. The failure of the Bartlesville, Okla., pay-tv test is omitted.

FELLOWS: Does the left hand page know what the right hand page is doing?

Life quoted Gilbert Seldes, *Saturday Review* critic, to support its pro-pay-tv thesis, falling into a trap of its own setting because Mr. Seldes has recently declared himself opposed to pay-tv. In the current *Review* he wrote ". . . I discover that no one concerned with pay tv is even planning to do the life of Fiorello LaGuardia; everyone is planning to transmit baseball games, movies fresher in date than 'Citizen Kane' but not nearly as good, and whatever else people will pay most to see." Furthermore, *Life* ignores several reputable polls which show that as many as 96.6% of the people emphatically reject any form of pay television. Veterans of Foreign Wars, Amvets and AFL-CIO have anti-pay-tv policies.

In its pay-tv line of argument (pages 52, 185-6) *Life* contradicts facts stated on other pages. For example, *Life* answers its own economic insinuations by saying (page 181) that advertising revenues of "that young and still growing giant, television" are now "over the $900 million level."

NAB estimates that television advertising expenditures during 1958 at $1.42 billion, a new high.

According to *Life,* today's "mediocre" television "is even charged with brutalizing, cretinizing or at least homogenizing our young." *Life* might well have considered the following programs sched-

YOU BELIEVE?

uled during the same two-week period covered by its current two-in-one issue:

- A young people's symphony concert conducted by Leonard Bernstein.
- An average of two pro football, two pro basketball, two college football and one college basketball games per weekend.
- An original religious opera about Abraham.
- Eric Sevareid reviewing the latest developments in cancer research and volcanology.
- A live performance of the Gian-Carlo Menotti opera, "*Amahl and the Night Visitors.*"
- *Small World*, with Edward R. Murrow moderating a conversation among Dr. Milton Eisenhower, Luis Munoz-Marin and Dr. Galo Plaza.
- Excerpts from Rodgers and Hammerstein's "Flower Drum Song," with the original cast, on the *Ed Sullivan Show*.
- A tribute to Tschaikowsky on *Voice of Firestone*.
- Helen Hayes, starring in "One Red Rose for Christmas."
- "The Hasty Heart," the *du Pont Show of the Month*, with Don Murray, Barbara Bel Geddes and Jackie Cooper.
- Walt Disney's Christmas program, featuring all the Disney characters from Mickey Mouse to Snow White.
- Gene Kelly, lecturing and demonstrating the art of the dance on *Omnibus*.
- The *Shirley Temple Storybook* presentation of "Mother Goose."
- Burl Ives and John Raitt joining Dinah Shore in an hour of Christmas music.
- Victor Jory reading from Dickens' "Pickwick Papers."
- "The Hallmark Christmas Tree," featuring Cyril Ritchard and Carol Channing.

People are spending less time watching tv, according to *Life*. The truth is they are doing more viewing—4.98 hours per day for the average viewer in the first nine months of 1958 compared to 4.69 hours for the same 1955 period.

Life's proposal that tv entertainment be divorced from advertising isn't quite clear. It notes (page 52) that "from the days when Jack Benny first allowed himself to say 'Jello Again,' the confusion of stars and products, of public art and public selling, has become more and more hopeless."

Is *Life* questioning Mr. Benny's propriety in selling merchandise? A *Life* Lucky Strike advertisement (page 86) features a color portrait of Mr. Benny.

WHEC

Telling And SELLING
In ROCHESTER, N.Y.

For 33 YEARS!

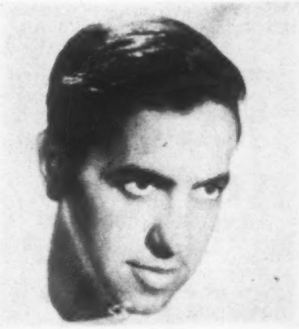
●

MEATH
Mellows 'Em
MORNINGS!

His "Musical Clock," mornings, 6:00 to 9:30, has broken all records for longtime popularity in Rochester!

LLOYD
Lifts 'Em
AFTERNOONS!

"Lloyd's Unlimited" keeps both sponsors and listeners happy, thanks to Bob's unpredictable witticisms!



●

Basic CBS In Rochester!

WHEC

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Member GANNETT RADIO-TV GROUP

TIGHTER FCC CONTROL IS URGED

House study wants tougher rules for station licensing, transfers

The era of "horse-trading" in television stations has drawn a Capitol Hill frown.

A report to the House Committee on Interstate & Foreign Commerce which was made available over the holiday weekend, calls for a ban of trafficking in station licenses and proposes a series of sweeping changes that would give FCC tighter control over broadcasting.

Robert S. McMahon, research assistant to the Subcommittee on Legislative Oversight, submitted the recommendations in a report to Rep. Oren Harris (D-Ark.), chairman of both the Oversight Subcommittee and the parent Commerce Committee.

Mr. McMahon was author of an earlier committee report on the transfer of tv stations [LEAD STORY, May 19]. He joined the Oversight Subcommittee last spring, taking a strong stand against trafficking in licenses. The subcommittee held months of hearings which produced sensational testimony about regulatory practices.

In summarizing Oversight Subcommittee testimony and offering recommendations for new legislation, Mr. McMahon said frequent sales of tv stations soon after comparative grants have made "a mockery of the entire hearing procedure and basis for award of the channel." He said that in some cases buyers have been of a type who would not have had the slightest chance of an award in a comparative hearing.

Mr. McMahon's solution: FCC should ban a voluntary sale of a station for period of five to six years after the grant unless it can be shown affirmatively at hearings that it is in the public interest. He argues this would take care of applicants interested only in making a capital gain rather than operating a station in the public interest.

Concerned over long delays encountered in securing FCC decisions, Mr. McMahon said it would be better in the long run for FCC to hold hearings in all cases involving station grants and transfers. He cited complaints that Sec. 309(c) of the Communications Act leads to unreasonable delays.

Both FCC and the courts have, by construction, transferred the job of deciding what is in the public interest from the regulatory body to those the Commission regulates, he said, adding, "It would seem that the time has arrived for the Commission to reassume some of the responsibility that it has, by its own inactivity, relegated to the regulated industry."

The "gold-rush" days of 1952-56, when desirable tv frequencies were available, are gone, he said. This can lead to "an increasing amount of 'horse-trading' among channel owners," he said.

As to payoffs or mergers in initial grants, he said FCC should scan these deals carefully and not allow a payoff in excess of proved out-of-pocket expenses.

The matter of *ex parte* contacts, which occupied much of the widely heralded subcommittee testimony, drew a strong recommendation from Mr. McMahon. He urged a legal ban against any *ex parte* or extra-record representations contact by any applicant or interested person, with criminal and civil sanctions. He said all written or oral communications should be part of the record. He applied the ban to members of Congress or the executive department.

Terms of commissioners should be lengthened to 10 to 14 years, he suggested, criticizing the practice of catering to views of the regulated industries in considering acceptable appointments.

Another legislative proposal centers on the role of FCC hearing examiners. Congress should look into the problem, he stated, since there is evidence the Civil Service Commission has proved itself "ill-equipped" to cope with the issue. He contended the powers and independence of examiners should be improved, with all the tools now available to the courts for control of hearings. Both hearings and reports are too long, he indicated.

Congress should consider whether the FCC should be allowed to assess small fines in the case of violations of rules by non-broadcast operations, Mr. McMahon said.

He revived a longtime idea—assessing "fair and equitable fees" to help the agency become self-supporting. He added, "An assessment would have to be made proportionate to annual earnings and investment."

In a series of conclusions Mr. McMahon said the FCC has failed to establish standards on which the nation and industry can rely, with the courts showing increasing concern. The courts, he added, can only pass on points of law and by law are powerless to pass on the wisdom of administrative decision. He reminded there is no appeal from an administrative decision of the FCC when courts have found that legal standards are met.

FCC decision-making policies were criticized in detail. Both Congress and the Commission are blamed for its failure to function effectively as a regulatory agency. Since the Commission is described as unable to formulate standards and policies on its own, Mr. McMahon felt Congress should set the standards. In addition, he said Congress should maintain a continuing review of policy problems and FCC actions.

The 171-page report to the committee includes a 150-page history of federal radio regulation.

HAPPY NEW YEAR

Mike Donovan

Benton & Bowles, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York –Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

WLYH-TV

LEBANON – LANCASTER, PA.

ABC-TV Channel 15

Blair Television Associates, Inc.

operated by: Radio and Television Division

Triangle Publications, Inc.

OVERSIGHT SPLITS OVER REPORT

The House Legislative Oversight Subcommittee meets in Washington today (Dec. 29) to approve its final report. And, from all indications, the legislators will be split in several different directions on many phases to be included in the report.

As of last Wednesday, the subcommittee staff did not have a concrete draft to submit to the congressmen—because of the many divergent ideas of the congressmen themselves. Seven of the 11 members met in Washington three weeks ago to consider what should go into the report. They agreed on several recommendations to be included [GOVERNMENT, Dec. 15], but since then the subcommittee staff has been deluged with individual ideas members wanted included as a part of the report.

For instance, the subcommittee Wednesday morning received several ideas from Rep. John Moss (D-Calif.), as well as criticisms of what had been previously drafted. Rep. Morgan Moulder (D-Mo.) returned from a European trip with several ideas of his own, some of them described as "ridiculous" by a subcommittee source. And by telephone from Arkansas last Wednesday, Chairman Oren Harris (D-Ark.) stated there will be three or four recommendations in the final report which even chief counsel Robert Lishman does not as yet know about.

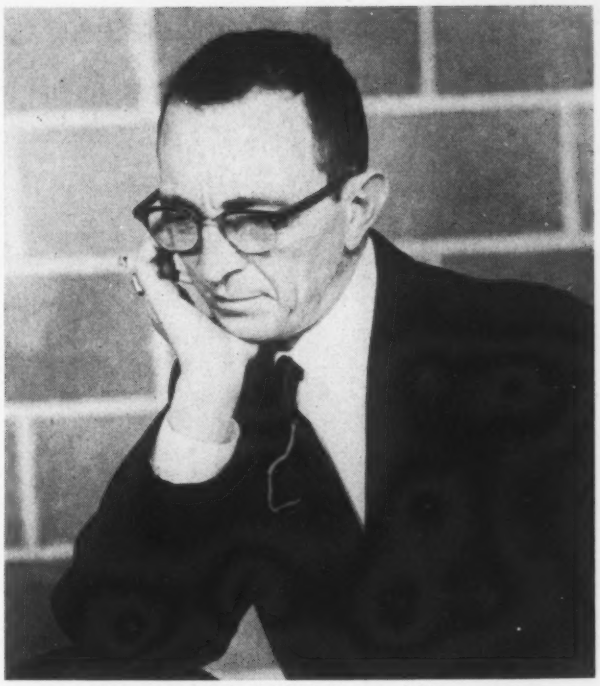
A subcommittee source disclosed last week that one recommendation, not previously reported in BROADCASTING, to be submitted to members for approval would seek

SUCCESS STORIES

One of a series of salutes to successful Television and Radio stations across the nation . . . and to the Northwest Schools graduates who have contributed to their success.

CBS KTHV CH 11 LITTLE ROCK

Carlton Cremeens—graduated from Northwest Schools in 1955 and joined KTHV December 10th, 1955. He started as a Production Assistant and later advanced to Announcer and Director. Transferred to the News Department as a Reporter and is now Night News Editor of the KTHV News Bureau.



MR. B. G. ROBERTSON, General Manager

SALUTE TO KTHV—Channel 11
Little Rock, Arkansas

KTHV, ideally located almost in the geographical center of Arkansas, serves most of the state. It is the only CBS Affiliate in the state of Arkansas—and has originated many Network Special Events and News Programs.

Transmitting facilities are high atop Shinnal Mountain—1,756 feet above average terrain—with a 1,175 foot tower. A 12-bay antenna directs a 316,000 watt signal.

* * *

Here is what Mr. B. G. Robertson, KTHV General Manager has to say about Northwest Schools' graduates:

"Carlton Cremeens is a most versatile employee, well grounded in the fundamentals of television. His knowledge and ability have contributed to the success and growth of KTHV. Carlton's knowledge of television has enabled him to advance rapidly with KTHV."

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

HAPPY NEW YEAR

Sam Frey

Ogilvy, Benson & Mather, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

in Houston the turn is to 13
KTRK-TV, channel 13

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

an investigation of network television programming. The source said this was being included, although it had not previously been a part of the subcommittee's record, because of the large number of complaints received.

Included in the proposed investigation would be a study of the possibility of direct FCC control of the networks. The subcommittee feels that such a study is necessary to determine if legislation is needed to improve the present quality of tv programming. Mentioned as reasons were discontent over overcommercialization and excessive number of crime programs. The report will take cognizance of a controversy sure to arise over the constitutionality of congressional dictation of programming standards.

Major legislation to be recommended agreed upon at the meeting three weeks ago:

- Stiffer laws dealing with ex parte contacts and attempts to influence members of the FCC. New legislation would provide for both civil and criminal penalties.
- Legislation to require that any communication, written or oral, with any member of the FCC or staff, whether from members of Congress or the Executive Branch, be made a part of the public record. Any commissioner or staffer who failed to make such communications public would be subject to criminal penalties.
- An across-the board code of ethics for all regulatory agencies. The FCC is the only agency which has not submitted a proposed code to the committee. A Commission spokesman said that two proposed changes sent to the subcommittee, including one to place all communications in the public record, was sent in place of the code.
- Repeal of the authorization that commissioners may accept honorariums.

The method of selecting the chairman of the FCC, his term of office and his powers is a subject upon which there is a wide difference of opinion within the subcommittee. However, a recommendation will be made to Congress that the power of his appointment be taken away from the President.

Because of the many individual recommendations given for inclusion in the report, the staff reportedly has had an "impossible" task in preparing an acceptable draft for presentation today. "We went about it backwards," said counsel Lishman. Actually there will be two separate papers going to the committee for its approval, with one based on recommendations for future study.

The report definitely will ask that the subcommittee be continued in some form, possibly as a permanent arm of the House Commerce Committee. Under current law, the Legislative Oversight Subcommittee will expire officially Jan. 3, so some sort of report must be submitted by then.

United Press International last Wednesday published what was alleged to be excerpts of the report. This published material, a subcommittee source stated, consisted partly of what will be submitted to the committee Monday for approval and partly of one individual members own ideas of what should be included. The member was given a preliminary draft the previous day for his study since he was not present at the subcommittee meeting three weeks ago, it was reported.

It was upon learning of this "leak" of the alleged report that Rep. Harris stated there were recommendations to be made not even disclosed to the chief counsel as yet.

"Cockeyed" was the phrase one member used to describe certain recommendations contained in that portion of the report already drafted and other proposals members want inserted.

Judge Stern to Begin Boston Ch. 5 Jan. 5

The petition by the *Boston Globe* for permission to intervene in the Boston ch. 5 rehearing was bucked up to the full FCC last week.

At the same time, special hearing examiner Judge Horace Stern set Jan. 5 for the first prehearing conference in the FCC's second dip into charges of off-the-record conversations with commissioners.

At issue is the FCC's 1957 grant of Boston ch. 5 to WHDH Inc. *(Boston Herald-Traveler)*. Earlier this year allegations were made before the House Legislative Oversight Committee that *ex parte* representations were made to various commissioners during the FCC's comparative hearing in the ch. 5 case. Last July the U. S. Court of Appeals in Washington remanded the case to the FCC to look into these charges. The court, however, specifically upheld the FCC's action in making the grant to the *Herald-Traveler*. The Commission reopened the case and assigned Judge Stern to preside. The issues are basically the same as those in the Miami ch. 10 case.

The *Globe* tried to intervene in the original hearing in 1957, but the Commission denied its request on the ground that it was untimely filed. In its new petition the *Globe* claimed that it not only has the right to be a party, but has new evidence. This was opposed by WHDH Inc. The FCC's general counsel staff, which has been handling *ex parte* rehearings, told the Commission the *Globe* has no inherent right to intervene, but should be permitted to on the question of whether any commissioner should have disqualified himself from voting on the case originally. Chief Hearing Examiner James D. Cunningham last Tuesday morning set the petition for oral argument Dec. 30, but that afternoon cancelled the argument, and referred the question to the full Commission.

Meanwhile, in the Miami ch. 10 case, applicant North Dade Video Inc. filed Wednesday with the FCC a petition asking that the Commission in its oral argument not only hear exceptions to Judge Stern's initial decision [GOVERNMENT, Dec. 8] but also make a final determination as to who gets the grant. Exceptions are due Jan. 14, with oral argument due to be scheduled soon thereafter.

Judge Stern recommended that the ch. 10 grant to National Airlines be revoked and that the Commission hold new proceedings to pick the final grantee. The Miami ch. 10 case also involved *ex parte* representations.

Judge Stern found that former Comr. Richard A. Mack should have disqualified himself, and that National Airlines and WKAT Inc. had participated in or known of off-the-record conversations with Mr. Mack. He suggested that these be considered as part of these applicants' qualifications when a new hearing is held.

Appeals Court Supports FCC On Microwave Application Delay

With slightly more than three weeks' deliberation, the U. S. Court of Appeals for the District of Columbia threw its support to the FCC last week in the Commission's "moratorium" on action on microwave relay grants to common carriers feeding tv signals to community antenna systems in areas where there are tv stations.

The petitioners were six common carriers serving CATV systems in Florida, Wyoming, Texas, Idaho, New York State and Alabama [GOVERNMENT, Dec. 8].

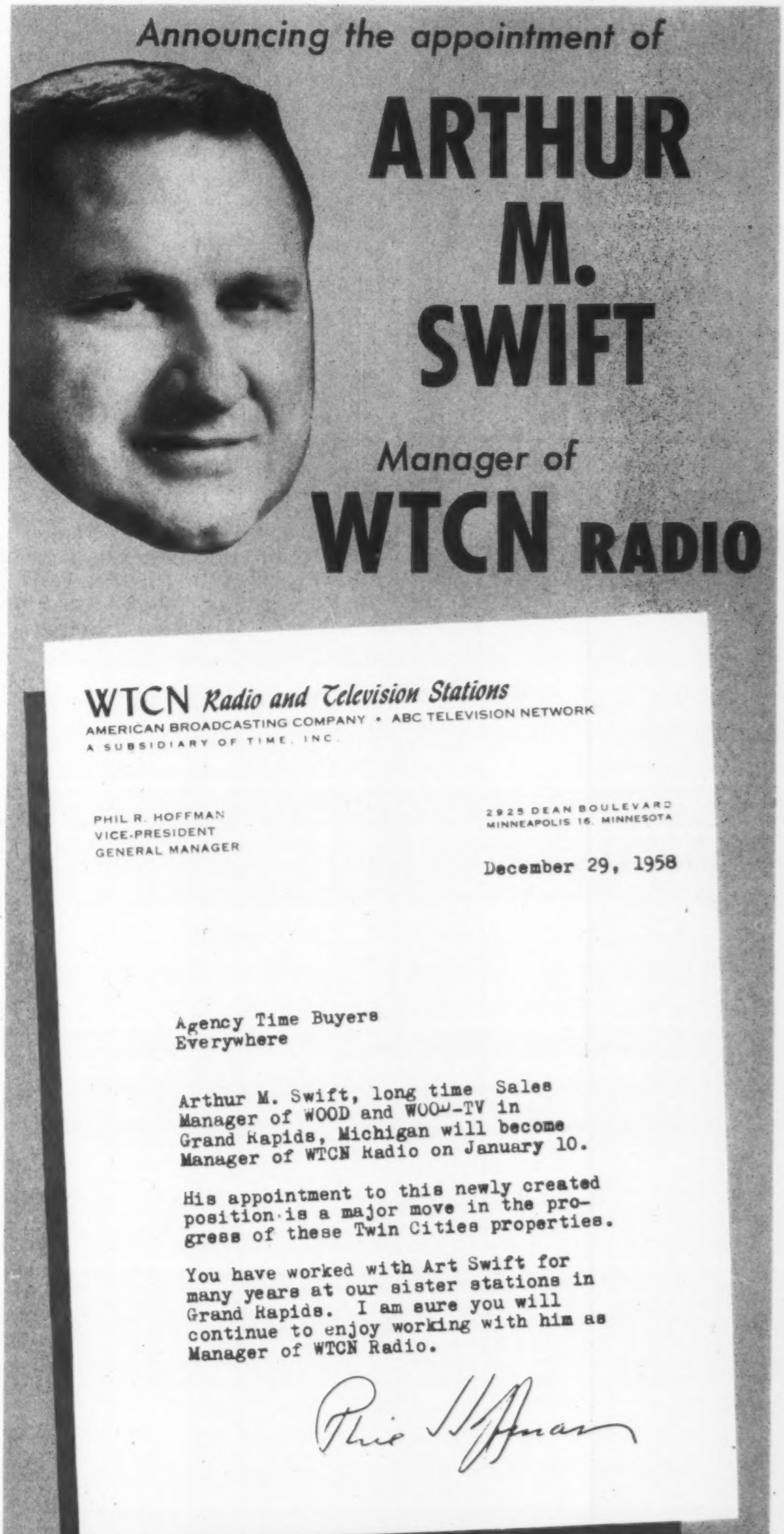
Judges E. Barrett Prettyman, presiding, and David L. Bazelon and George T. Washington were unanimous in denying petitions by a group of common carriers asking the court to order the FCC to act on their microwave relay applications or set them for hearing. The FCC has withheld action on such grants pending a general inquiry (looking toward rulemaking) into, among other things, the effect on regular tv broadcast stations of CATV systems, boosters, translators and other secondary types of television. Also being considered in the FCC inquiry is whether the FCC has jurisdiction over CATV under the Communications Act. The record in the inquiry was closed in July.

The court said: "It was proper for the Commission to institute a general inquiry to determine what general program it should follow in dealing with this multiplicity of problems — jurisdiction, engineering, economics and general national television policy. We think the time from July until now is not so inordinate a delay as to justify the interposition of judicial authority in administrative proceedings midway in that process."

Caplin, Meltzer Heard in Probe On Communism in Communications

Two admitted former members of the Communist Party, both also formerly employed in the broadcasting industry, were witnesses Dec. 17 before the Senate Internal Security Subcommittee.

Jerome Caplin, advertising and public relations executive of Capp Enterprises Inc., New York, stated that he was an active communist worker from 1938-43, but disaffiliated with the party upon entering the Army. He said he worked in promotion for Television Programs of America in 1953-54 and then was with *Producers Showcase* until that program went off NBC-TV in May 1957. The brother of Lil Abner creator Al Capp, Mr. Caplin said that he knew of no communists employed by either TPA or



Announcing the appointment of

ARTHUR M. SWIFT

Manager of

WTCN RADIO

WTCN *Radio and Television Stations*
AMERICAN BROADCASTING COMPANY • ABC TELEVISION NETWORK
A SUBSIDIARY OF TIME, INC.

PHIL R. HOFFMAN
VICE-PRESIDENT
GENERAL MANAGER

2925 DEAN BOULEVARD
MINNEAPOLIS 16, MINNESOTA

December 29, 1958

Agency Time Buyers
Everywhere

Arthur M. Swift, long time Sales Manager of WOOD and WOOD-TV in Grand Rapids, Michigan will become Manager of WTCN Radio on January 10.

His appointment to this newly created position is a major move in the progress of these Twin Cities properties.

You have worked with Art Swift for many years at our sister stations in Grand Rapids. I am sure you will continue to enjoy working with him as Manager of WTCN Radio.

Phil Hoffman

MINNEAPOLIS
ST. PAUL **WTCN** *RADIO*

Affiliate American Broadcasting Network • Represented by the Katz Agency

You're headed in
the right direction with
Plough, Inc., Stations!

Radio Baltimore
WCAO
Radio Boston
WCOP
Radio Chicago
WJJD
Radio Memphis
WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

HAPPY
NEW
YEAR

Art
Pardoll

Foote, Cone & Belding

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

Showcase and that his superiors did not know of his former party affiliation.

Milton Meltzer, script writer and researcher for a CBS Radio program for six months in 1946, told the subcommittee that he was a communist from 1935-August 1942. Mr. Meltzer said that while writing for the CBS program, which was sponsored by the Veterans Administration, he attended several meetings of writers, many of whom he knew to be communists. He refused to give the subcommittee the names of any of these writers.

In 1949, Mr. Meltzer said that he wrote the script for a radio program, broadcast on WAAT Newark, sponsored by an electrical union. Under questioning of counsel, he admitted knowing the union was communist dominated and that it had been cited as subversive. Mr. Meltzer now is in the public relations department of Charles Pfizer Inc. (chemicals), New York.

The subcommittee is investigating communist activities in mass communications. Following the Dec. 17 session the hearing was adjourned until after the first of the year. No future witnesses have been announced.

NEW VISTAS LOOM IN SPACE RELAYS

The age of space communications relaying entered its second week last week—with all tests exceeding expectations.

At the same time, the meaning of the Defense Dept.'s Project SCORE (Satellite Communications by Orbital Relaying Equipment), was hailed with optimism and with foreboding.

A. Prose Walker, manager of engineering, NAB, declared that the successful accomplishment of the Atlas shoot means that within the foreseeable future "effective utilization of spectrum space above 125 mc will be quadrupled." It means, Mr. Walker added, that all line-of-sight frequencies—now used solely for short range communications—will soon be usable in long range communications. "We could have," Mr. Walker stated, "international television in the vhf band before long."

Andrew G. Haley, astronautical law expert and Washington communications lawyer, warned that a large number and different portions of the radio spectrum must be "appropriated" to arrange for radio-tv communications with the moon and with mobile and fixed objects in the "great terrestrial-lunar area."

"One cannot overemphasize," Mr. Haley declared, "the demand which will be made in the very near future for radio spectrum and those who are utilizing grants already made must withstand some very serious attacks in the very near future."

Mr. Haley explained that both the CCIR (International Consultative Committee for Radio) and the State Dept.'s Preparatory Committee for the International Telecommunications Conference in Geneva this year will discuss space allocations.

The most significant experiment with the Atlas relay occurred last week when the Fort Stewart, Ga., Signal Corps installation fed seven teletypewriter channels and one voice message into the satellite's tape recorder. These messages were immediately played back, with reception "excellent."

UP IN THE CLOUDS

Two Patchogue, N.Y., station operators made the UPI wires last Tuesday (Dec. 23)—twice. The first was a report that a station there had FCC permission to broadcast from a space satellite. The second was a report it wasn't so.

The stations say it was a hoax, source unknown. UPI says it got a report from a "Herbert Jarvis" that "Suffolk Broadcasting Inc., operator of WPAC" had received the FCC's go-ahead to rebroadcast 24 hours, including commercials, on fm at 95.7.

(1) Suffolk Broadcasting operates WALK-AM-FM, not WPAC (which is operated by Patchogue Broadcasting Co.); (2) WPAC has no fm; (3) WALK-FM frequency is 97.5 mc, not 95.7; (4) nobody knows "Herbert Jarvis."

Earlier in the week an Army engineer at the Fort Monmouth Signal Corps Labs in New Jersey was hooked into direct communication with the satellite over Los Angeles through telephone and radio relays cross country. After an introductory message, President Eisenhower's Christmas greetings were fed into the system. The satellite was triggered by the Army's facility at Fort Sam Houston, Tex., and the messages unloaded there, with reception also at Fort Stewart, Ga., and Fort Huachuca, Ariz.

Reception was considered "near perfect," according to Defense Dept. announcement.

Because Atlas was tumbling end over end, some fading was experienced, it was stated.

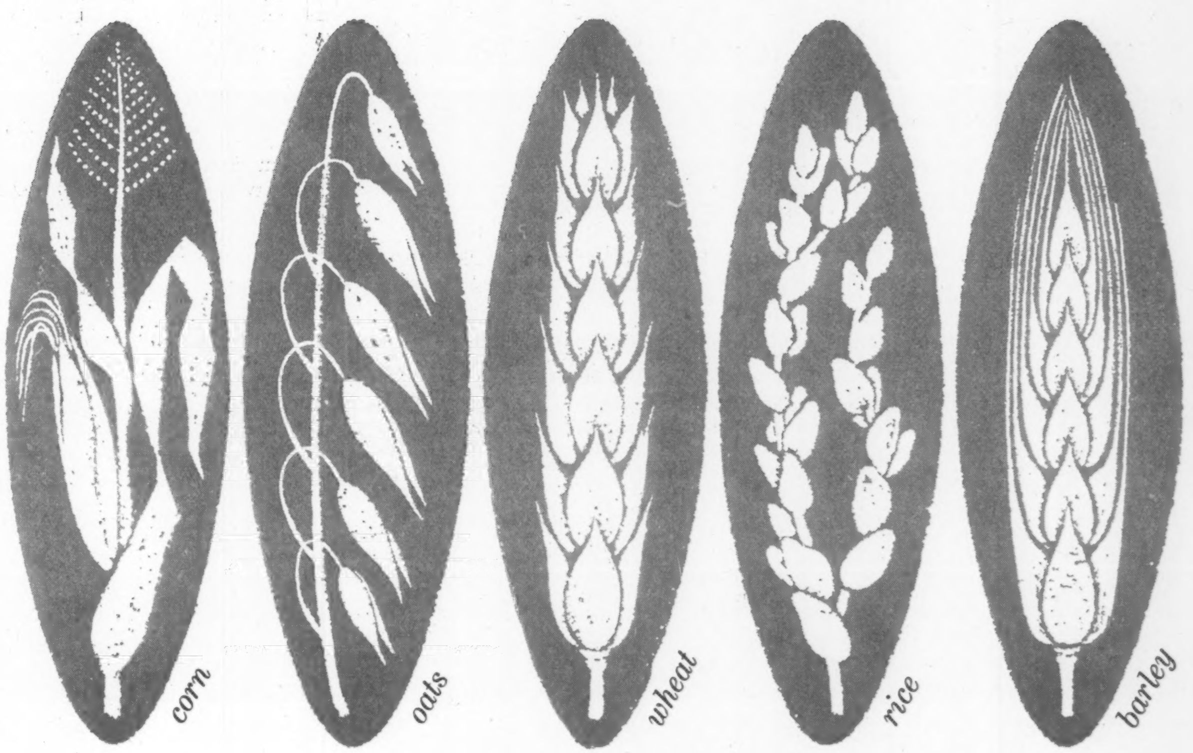
The Army Signal Corps reported Wednesday that its direction finder equipment at the California facility was proving of "major value" in orienting ground communications antenna automatically in the direction of the approaching satellite. The 86th communications test was scheduled for 6:45 p.m. Reduced tests were to be continued through the Christmas holiday, the Army announced, with a return to full schedule after the holiday.

The Atlas satellite was sent aloft by the Air Force Dec. 18 from Cape Canaveral, Fla. It is 85 ft. long, weighs 4½ tons and is traveling at a rate of 17,000 miles per hour. It has a life expectancy of about 20 days.

Doerfer Cites Status Of Radio-Tv at Yearend

The nation now has more radio and tv sets than people and more than three times more sets than automobiles, FCC Chmn. John C. Doerfer said in a yearend statement. He said estimates indicate 150 million radio and 50 million tv sets. There are 9,500 broadcast stations—5,100 regular and 4,400 auxiliaries, he said.

Commercial tv stations authorized are nearly 670 (470 vhf, 200 uhf) and over 500 are on the air (430 vhf, 80 uhf), plus



a moderate reduction in fat indicates cereal and milk serving

Medical and nutrition authorities recommend moderation and reasonableness in food choice as a best guide to good health. When a moderate reduction of dietary fat is indicated, a good choice is the cereal and milk serving for breakfast and the late evening snack.

Both the breakfast cereal and the milk contribute well-balanced nourishment and provide quick and lasting energy. This serving, as shown below, is a good source of many nutrients and provides about 10 per cent of the daily recommendations of high quality protein, important B vitamins, and essential minerals. Served with nonfat milk, the fat content is very low.*

nutritive composition of average cereal serving

	Cereal, 1 oz. Whole Milk, 4 oz. Sugar, 1 teaspoon	Cereal** 1 oz.	Whole Milk 4 oz.	Sugar 1 teaspoon
CALORIES	203	104	83	16
PROTEIN	7.3 gm.	3.1 gm.	4.2 gm.	
FAT	5.3 gm.	0.6 gm.	4.7 gm.*	
CARBOHYDRATE	32.2 gm.	22 gm.	6.0 gm.	4.2 gm.
CALCIUM	0.169 gm.	0.025 gm.	0.144 gm.	
IRON	1.5 mg.	1.4 mg.	0.1 mg.	
VITAMIN A	195 I. U.	—	195 I. U.	
THIAMINE	0.16 mg.	0.12 mg.	0.04 mg.	
RIBOFLAVIN	0.25 mg.	0.04 mg.	0.21 mg.	
NIACIN	1.4 mg.	1.3 mg.	0.1 mg.	
ASCORBIC ACID	1.5 mg.	—	1.5 mg.	
CHOLESTEROL	16.4 mg.	0	16.4 mg.*	

*Nonfat (skim) milk, 4 oz., reduces the Fat value to 0.1 gm. and the Cholesterol value to 0.35 mg.

**Based on composite average of breakfast cereals on dry weight basis.

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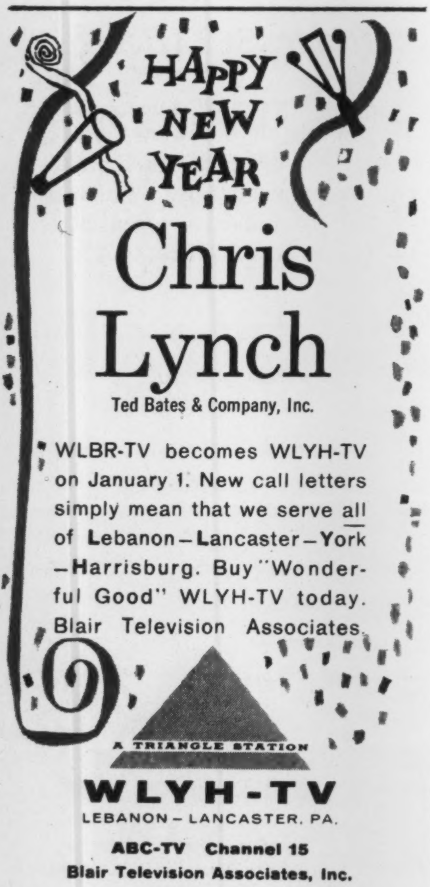
200 tv translators. There have been 60 educational tv station grants and 28 vhfs and 7 uhfs are operating, he added.

More than 90% of the population is in range of at least one operating tv outlet and 75% is in reach of two or more; 85% of all homes have tv.

Commercial fm outlets continue to increase in number with 690 authorizations and 570 on the air, due largely to added revenue from background music and other supplementary sources, the FCC chairman said. There are 150 operating educational fms. Am commercial outlets continued to increase, due largely to the crowding of new daytime-only stations into the broadcast band. Now authorized: 3,400 of which more than 3,300 are operating.

All this creates problems in finding spectrum space and the FCC is studying needs and finding room for more stations by channel-splitting and other means, Mr. Doerfer said. The FCC continues to seek ways of controlling interference between stations and from non-communication electronic devices, he said.

Among major general problems in broadcasting: the Barrow Report recommendations on tv network broadcasting, need for more competitive tv facilities, the clear channel rulemaking, daytime broadcasters' request for longer hours and recommendations for additional services by fm stations through multiplexing, FCC Chairman Doerfer summarized.



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WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates
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WLYH-TV
LEBANON–LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.
operated by: Radio and Television Division
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LAST OFFICIAL TALLY FOR 1957 SHOWS RADIO-TV AT $2 BILLION

- **FCC summary puts broadcast revenue at $1.5 billion**
- **Combined sum up 6.1% over 1956; total income off 10%**

The radio-tv broadcasting business in 1957 was almost a $2 billion industry. This is the official estimate by the FCC, which is the only source collecting the dollars and cents reports of networks and stations.

This is how the FCC calculated the 1957 total overall figures, which it released last week:

- Total revenue, $1.5 billion.
- Commissions to advertising agencies and station representatives, $204 million.
- Talent and production costs paid to organizations not owned by networks or stations, $248 million.
- Total, $1.95 billion.

Radio-tv's $1.5 billion for 1957 was 6.1% over 1956's combined total of $1.4 billion. Combined 1957 income was $214.6 million, a drop of 10.1% from 1956's $238.8 million. Tv revenue in 1957 totaled $943.2 million; radio revenue in 1957 reached the $517.9 million mark.

While tv's 1957 income of $160 million showed a 15.6% decline from 1956's $189.6 million, radio's $54.6 million was 11% over 1956's $49.2 million. Income figures are before payment of federal income taxes. Details of tv's 1957 revenues and income were issued by the FCC last August [GOVERNMENT, Sept. 1].

Radio networks—four national and three regional—plus their 21 owned stations had total 1957 revenues of $73.5 million, 4.7% over 1956's $70.2 million. Expenses also totaled $73.5 million, leaving broadcast income at zero. In 1956, this group of networks and their owned stations reported a $400,000 profit.

The total revenues of 3,143 non-network owned stations for 1957 were $444.4 million, up 8.3% over 1956's $410.4 million. Income for these stations was $54.6 million, an increase of 11.9% over their 1956 profits of $48.8 million.

Sale of network radio time hiked to $51.7 million in 1957, up 6.7% over the 1956 figures; sale of station time to national spot advertisers was $169.5 million, up 16.5%, and to local advertisers was $316.5 million, up 6.3%.

There were almost 1,000 radio stations—959 to be exact—which reported operating losses in 1957. This is 31.1% of the total number of radio stations. In the preceding year the comparable number of red-ink stations was 29.3% of the total. In fm, 44 out of 67 stations operated by non-am licensees reported operating losses during 1957. This compares with 36 out of a comparable 51 in 1956.

Purely fm revenues reported by 180 out of 499 fm stations totaled $3.1 million in 1957, compared to $2.4 million for 170 out of 472 fm stations in 1956. Sixty-seven fm-only stations reported a net loss of $500,000 for 1957, compared with 51 like stations reporting a $400,000 loss in 1956.

HOW WE COMPARED

Last fall, BROADCASTING's combined radio-tv YEARBOOK carried this magazine's own estimates of radio time sales for 1957—which for more than 20 years have proved amazingly accurate. Here is a comparison of the radio revenue figures carried in the 1958 YEARBOOK and the official FCC figures released last week:

	BROADCASTING	FCC
National Network	$ 49,232,000	$ 47,951,000
Regional & Miscellaneous Network	3,924,000	3,709,000
National & Regional Non-Network	164,301,000	169,511,000
Local	298,952,000	316,493,000
TOTAL	$516,409,000	$537,664,000

HOW SRA COMPARED

Spot radio billings in the first nine months of 1958 totaled $125,888,000 or 4% more than the comparable period of 1957, Station Representatives Assn. estimated last week.

The estimates represent revisions, based on FCC figures for 1957, of earlier SRA estimates for the two periods. The FCC figures, released last week (see above), placed 1957 spot radio spending at $169,511,000, whereas SRA had estimated the 1957 total at $183,097,000.

The new SRA estimate for the first nine months of 1957 (FCC's figures did not include quarterly breakdowns) is $121,058,000. Earlier SRA estimates for the two nine-month periods had been $131,397,000 for 1957 and $136,639,000 for 1958.

Radio's Multimillion Markets

Where are the best cities—radiowise-advertisingwise? In the FCC's 1957 financial list of metropolitan areas and other communities having three or more stations, the ranking by total broadcast revenues ($5 million or more) was as follows:

New York, $32 million; Chicago, $20 million; Los Angeles, $16 million; Detroit and Philadelphia, $10 million each; Boston, $8 million; San Francisco, $7.8 million; Pittsburgh and St. Louis, $6.2 million each; Washington, D. C., $6.1 million, and Cleveland, $5.5 million.

The 11-city total represents a sizable gain. In 1956, the FCC's charts showed only eight cities with $5 million or more in total radio revenues. They were: New York, $28 million; Chicago $18 million; Los Angeles, $15 million; Detroit and Philadelphia, $9 million each; Boston, $6 million, and St. Louis and Washington, $5 million.

RADIO-TV FINANCES: '57 & '56

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TV BROADCAST SERVICES

Service	1957 ($ Millions)	1956 ($ Millions)	Percent Increase or (Decrease) in 1957
Total Broadcast Revenues			
Radio	$ 517.9	$ 480.6	7.8
Tv	943.2	896.9	5.2
Total	$1,461.1	$1,377.5	6.1
Total Broadcast Expenses			
Radio	$ 463.3	$ 431.4	7.4
Tv	783.2	707.3	10.7
Total	$1,246.5	$1,138.7	9.5
Broadcast Income (before Federal income tax)			
Radio	$ 54.6	$ 49.2	11.0
Tv	160.0	189.6	(15.6)
Total	$214.6	$238.8	(10.1)

[1] Includes am and fm broadcasting.

NOTE: 1957 radio data cover the operations of 4 nationwide networks and 3 regional networks, 3,097 am and am-fm and 67 independent fm stations. Excluded are 59 stations whose reports were filed too late for tabulation. 1956 data are for the same networks and 2,916 am and am-fm and 51 independent fm stations. Excluded are 57 stations whose reports were filed too late for tabulation. 1957 tv data cover the operations of 2 networks and 501 stations. 1956 tv data cover the operations of 3 networks and 474 stations.

HOW FM STATIONS FARED

BROADCAST REVENUES, EXPENSES AND INCOME OF FREQUENCY MODULATION (FM) STATIONS
1956-1957

Item	1957 Number of Stations	1957 Amount (Millions)	1956 Number of Stations	1956 Amount (Millions)
Total Fm Broadcast Revenues				
Fm Stations Operated by:				
Am licensees:				
Reporting no fm revenues	319	—	302	—
Reporting fm revenue	113	$1.1	119	$1.0
Non-am licensees	67	2.0	51	1.4
Total fm Stations	499	3.1	472	2.4
Total Fm Broadcast Expenses				
Fm Stations Operated by:				
Non-am licensees	67	$2.5	51	$1.8
Industry Total	—	[1]	—	[1]
Fm Broadcast Income (before federal income tax)				
Fm Stations Operated by:				
Non-am licensees	67	$(0.5)	51	—$0.4
Industry Total	—	[1]	—	[1]

[1] In view of the difficulty in a joint am-fm operation in allocating fm operation expense seperately from am station operation expense, licensees of such stations were not required to report fm station expense separately. As a result, fm industry totals for expense and income are not available. Am-fm licensees, however, were requested to report separately the revenues, if any, attributable to fm station operation if such data were readily available. In only a few instances did am-fm licensees state they were unable to segregate the fm revenues.

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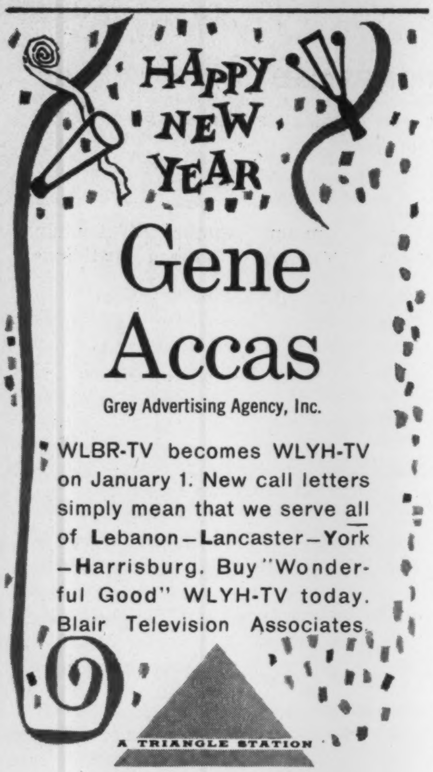
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Gene Accas
Grey Advertising Agency, Inc.

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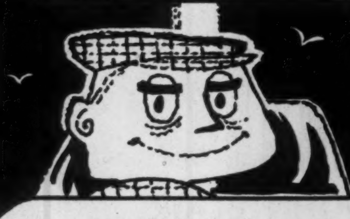
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RADIO NETWORKS—O&O'S

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS 1956-1957

Item ($ Thousands)	Amount 1957	% Increase (Decrease)
Number of networks	7	
Number of stations	21[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 37,443	(0.3)
b. Regional networks	832	83.3
c. Misc. networks and stations	—	—
Total	38,275	0.7
2. Non-network time sales:		
a. National and regional advertisers and sponsors	23,033	15.6
b. Local advertisers and sponsors	11,332	10.0
Total revenues from non-network time sales	34,365	13.7
Total time sale revenues	72,640	6.5
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	14,010[2]	7.9
Net revenues from time sales	58,630	6.1
B. Revenues from incidental broadcast activities:		
Talent	11,808	3.2
Sundry broadcast revenues	3,057	(12.5)
Total revenues from incidental broadcast activities	14,865	(0.5)
Total broadcast revenues	73,495	4.7
C. Total broadcast expenses of networks and stations	73,559	5.4
D. Broadcast income (or loss) before federal income tax	($64)	—

[1] Includes the operations of 19 network owned stations in 1956.
[2] Of this amount $6,913,576 is applicable to the total sale of network time.

HOW AM STATIONS FARED

NOT INCLUDING NETWORKS AND O&O OUTLETS 1956-1957

Item ($ Thousands)	Amount 1957	% Increase (Decrease)
Number of stations	3,076[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 10,508	43.9
b. Regional networks	2,075	(11.6)
c. Misc. networks and stations	802	2.4
Total	13,385	28.3
2. Non-network time sales:		
a. National and regional advertisers and sponsors	146,478	16.7
b. Local advertisers and sponsors	305,161[2]	6.1
Total revenues from non-network time sales	451,639	9.3
Total time sale revenues	465,024	9.8
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	47,260	23.0
Net revenues from time sales	417,764	8.5
B. Revenues from incidental broadcast activities:		
Talent	13,025	3.6
Sundry broadcast revenues	11,628	2.5
Total revenues from incidental broadcast activities	24,653	3.1
Total broadcast revenues	442,417	8.2
C. Total broadcast expenses of stations	387,295	7.6
D. Broadcast income (or loss) before federal income tax	$ 55,122	12.1

NOTE: Excludes 67 independently operated fm stations.
[1] 2,896 stations reported in 1956.
[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

WHERE THE MONEY WENT FOR RADIO TIME:

Selected Revenue Items and Broadcast Revenues, Expenses and Income[1] of 3,097 Radio[2] Stations by Metropolitan Areas and by Communities Not in Metropolitan Areas

Item	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales [3]	Time Sales			Total Stations Reporting [5]	Total Broadcast Revenue [6]	Total Broadcast Expenses	Total Broadcast Income [1]
			Networks	National and Regional Advertisers and Sponsors [4]	Local Advertisers and Sponsors [4]				
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Continental U.S. Metropolitan Areas	1032	996	11,878,372	144,588,267	181,677,809	1015	312,006,732	260,196,564	51,810,168
Non-Metro. Areas with 3 or More Stations	275	250	715,326	4,713,810	19,716,566	268	25,367,091	24,987,928	379,163
Non-Metro. Areas with Less Than 3 Stations	1792	1578	1,883,871	17,882,381	107,733,890	1760	130,051,846	118,977,533	11,074,313
Total Continental U.S.	3099	2824	14,477,479	167,184,458	309,128,265	3043	467,425,669	404,162,025	63,263,644
Territories & Poss.	57	50	,631,879	1,946,691	3,736,477	54	6,018,180	5,712,592	305,588
Grand Total * * *	3156	2874	15,109,448	169,131,149	312,864,742	3097	473,443,849	409,874,617	63,569,232

METROPOLITAN AREAS

Item	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales	Networks	National and Regional Advertisers and Sponsors	Local Advertisers and Sponsors	Total Stations Reporting	Total Broadcast Revenue	Total Broadcast Expenses	Total Broadcast Income
Akron, Ohio	4	4	58,814	378,043	1,418,581	4	1,657,404	1,235,129	422,275
Albany-Schenectady-Troy	7	7	93,509	1,317,495	1,088,352	7	2,187,176	2,141,011	46,165
Albuquerque, N. M.	7	7	35,590	372,168	614,395	7	931,072	960,191	29,119 CR
Allentown-Bethlehem, Pa.	7	7	9,951	268,221	954,969	7	1,190,615	1,090,886	99,729
Altoona, Pa.	4	4	18,942	66,438	247,085	4	332,162	380,418	48,256 CR
Amarillo, Tex.	6	5	10,889	243,673	613,912	5	827,005	841,650	14,645 CR
Asheville, N. C.	4	4	25,121	93,886	329,096	4	446,928	488,882	41,954 CR
Atlanta, Ga.	14	14	101,455	1,707,650	2,094,986	14	3,561,773	2,882,563	679,210
Atlantic City, N. J.	4	4	110,515	81,983	222,392	4	404,918	374,978	29,940
Augusta, Ga.	6	6	42,132	159,416	535,892	6	746,561	715,520	31,041
Austin, Tex.	4	4	20,683	232,778	476,172	4	692,981	614,545	78,436
Baltimore, Md.	13	13	102,403	1,743,023	3,063,787	13	4,222,600	3,475,548	747,052
Baton Rouge, La.	6	6	26,891	189,113	792,870	6	972,249	961,288	10,961
Beaumont-Port Arthur	6	6	7,442	131,707	654,352	6	773,447	769,157	4,290
Binghamton, N. Y.	4	4	27,650	188,723	500,832	4	720,804	761,996	41,192 CR
Birmingham, Ala.	11	11	33,565	661,143	1,265,601	11	2,022,596	1,982,185	40,411
Boston, Mass.	18	15	149,225	4,411,043	4,362,273	15	8,104,281	6,352,798	1,751,483
Buffalo, N. Y.	12	12	113,445	1,765,858	3,059,352	12	4,374,261	3,839,574	534,687
Canton, Ohio	4#	4	37,675	314,212	413,547	4	762,770	628,421	134,349
Cedar Rapids, Iowa	3	3	42,219	828,280	400,125	3	1,237,317	1,067,369	169,948
Charleston, S. C.	5	5	27,952	169,573	434,434	5	598,773	604,384	5,611 CR
Charleston, W. Va.	8	8	49,201	278,834	730,727	8	1,077,031	920,650	156,381
Charlotte, N. C.	6	6	67,829	946,128	635,909	6	1,505,322	1,368,087	137,235
Chattanooga, Tenn.	6	6	34,523	208,199	907,042	6	1,126,337	1,051,525	74,812
Chicago, Ill.	27	25	679,142	11,071,217	9,600,598	26	20,827,663	14,446,800	6,380,863
Cincinnati, Ohio	8	8	1,454,782	2,939,844	1,633,342	8	4,733,963	3,637,728	1,096,235
Cleveland, Ohio	8	8	152,002	2,624,374	2,777,359	8	5,519,831	4,475,742	1,044,089
Columbia, S. C.	5	5	17,973	259,166	538,206	5	839,035	744,841	94,194
Columbus, Ga.	4	4	14,871	133,860	435,092	4	579,657	544,589	35,068
Columbus, Ohio	5	5	47,029	1,124,029	1,503,264	5	2,574,582	2,076,996	497,586
Corpus Christi, Tex.	6	5	18,827	349,605	348,915	5	654,199	619,942	34,257
Dallas, Tex.	8#	8	128,745	1,579,597	1,941,681	8	3,370,520	2,749,835	620,685
Davenport-Rock Island-Moline	5	5	41,794	358,982	569,171	5	883,277	804,838	78,439
Dayton, Ohio	4	4	22,798	580,471	1,561,390	4	2,305,845	1,562,508	743,337
Denver, Colo.	14#	13	113,904	1,289,917	2,463,460	14	3,629,609	3,114,068	515,541
Des Moines, Iowa	6	6	114,129	1,504,794	752,204	6	2,133,429	1,896,665	236,764
Detroit, Mich.	10	10	544,999	6,560,792	4,728,241	10	10,186,376	6,625,802	3,560,574
Duluth, Minn., Superior, Wis.	6	6	34,579	264,827	676,294	6	949,630	897,256	52,374
Durham, N. C.	4	4	18,582	119,876	336,883	4	477,729	430,558	47,171
El Paso, Tex.	5	5	31,262	227,383	576,842	5	782,550	756,267	26,283
Erie, Pa.	4	4	14,164	163,100	449,362	4	625,422	578,920	46,502
Evansville, Ind.	4	4	22,986	186,391	420,303	4	610,226	585,142	25,084
Flint, Mich.	6	6	25,413	307,201	935,175	6	1,186,540	1,203,755	17,215 CR
Ft. Smith, Ark.	4	4	9,605	89,359	287,786	4	387,420	336,409	51,011
Fort Wayne, Ind.	4	4	28,672	540,046	846,669	4	1,405,943	1,236,623	169,320
Fort Worth, Tex.	6	6	52,370	659,449	1,140,198	6	1,719,840	1,685,690	34,150
Fresno, Calif.	9#	7	77,820	561,079	843,166	9	1,346,396	1,298,341	48,055
Gadsden, Ala.	3	3	619	31,022	190,421	3	214,548	243,329	28,781 CR
Galveston, Tex.	3	3		49,366	201,561	3	249,005	231,589	17,416
Grand Rapids, Mich.	6	6	32,798	513,896	801,421	6	1,250,206	1,083,250	166,956
Green Bav, Wis.	3	3	14,466	154,305	395,450	3	550,165	516,217	33,948
Greensboro-High Point	7	6	17,516	180,714	517,830	6	709,555	612,071	97,484
Greenville, S. C.	8	7	21,532	235,825	503,709	8	774,465	681,819	92,646
Hampton, Va.	3	3	203	118,589	348,323	3	471,843	460,443	11,400
Harrisburg, Pa.	5	5	49,147	306,749	519,639	5	835,182	663,423	171,759
Hartford, Conn.	4	4	131,504	1,671,858	402,228	4	1,922,707	1,516,949	405,758
Houston, Tex.	11	11	144,976	1,726,763	2,377,513	11	3,950,146	3,172,510	777,636
Huntington, W. Va.-Ashlnd.	6	6	22,339	197,657	558,617	6	774,705	666,433	108,272
Indianapolis, Ind.	6	6	45,654	1,493,597	2,155,687	6	3,458,751	2,545,362	913,389
Jackson, Miss.	6	6	15,141	232,745	449,143	6	663,237	623,819	39,418
Jacksonville, Fla.	10#	8	46,325	563,638	796,678	9	1,337,168	1,152,434	184,734
Johnstown, Penn.	5	5	12,243	133,501	416,882	5	543,228	508,278	34,950
Kalamazoo, Mich.	3	3	24,113	285,395	531,331	3	822,835	653,287	169,548
Kansas City, Mo.	8	7	131,753	2,132,211	2,055,307	7	3,671,805	2,406,255	1,265,550
Knoxville, Tenn.	9	9	66,725	404,809	909,307	9	1,411,544	1,300,228	111,316

METROPOLITAN AREAS—(Cont.)

Item (1)	No. of Stations in Operation (2)	No. Reporting $25,000 or More Time Sales [3] (3)	Networks (4)	Time Sales National and Regional Advertisers and Sponsors [4] (5)	Local Advertisers and Sponsors [4] (6)	Total Stations Reporting [5] (7)	Total Broadcast Revenue [6] (8)	Total Broadcast Expenses (9)	Total Broadcast Income [1] (10)
Lancaster, Pa.	4†	3	12,003	189,527	302,227	4	495,561	391,854	103,707
Lexington, Ky.	3	3	1,087	84,616	554,607	3	625,477	556,716	68,761
Lincoln, Neb.	3	3	819	45,517	500,050	3	543,924	510,348	33,576
Little-No. Little Rock	8†	8	84,458	516,178	512,275	8	1,011,080	1,001,134	9,946
Los Angeles, Calif.	26	26	396,322	6,881,370	10,835,835	26	16,104,901	12,737,597	3,367,304
Louisville, Ky.	8	8	182,822	1,066,011	1,695,818	8	2,847,486	2,488,826	358,660
Lubbock, Tex.	6	6	16,280	118,450	697,573	6	824,814	808,541	16,273
Macon, Ga.	7†	6	23,549	187,068	443,320	7	634,236	586,483	47,753
Madison, Wis.	3	3	26,189	234,913	584,876	3	842,979	702,410	140,569
Manchester, N. H.	3	3	34,075	118,405	450,053	3	578,904	542,232	36,672
Memphis, Tenn.	9	9	92,566	1,237,792	1,522,748	9	2,525,094	2,070,497	454,597
Miami, Fla.	13†	12	96,421	1,239,015	2,380,690	13	3,470,544	2,943,709	526,835
Milwaukee, Wis.	7	7	64,491	1,432,694	2,227,258	7	3,659,282	3,141,476	517,806
Minneapolis-St. Paul, Minn.	9	9	162,178	2,574,460	2,458,879	9	4,748,369	3,815,397	932,972
Mobile, Ala.	6	6	15,183	190,879	589,155	6	771,712	756,818	14,894
Montgomery, Ala.	6	6	39,448	226,199	412,302	6	733,591	675,795	57,796
Nashville, Tenn.	7	7	80,141	980,947	1,295,066	7	2,113,033	2,053,124	59,909
New Britain-Bristol, Conn.	3	3		118,216	389,416	3	463,815	429,542	34,273
New Haven, Conn.	4	4	12,523	397,394	671,311	4	964,445	872,400	92,045
New Orleans, La.	11	11	127,767	1,261,849	1,530,071	11	2,583,230	2,455,057	128,173
New York & NE N. J.	33†	32	741,520	22,013,448	14,209,623	33	32,656,639	25,571,663	7,084,976
Norfolk-Portsmouth, Va.	7	7	61,333	578,261	1,262,254	7	1,777,997	1,426,997	351,000
Ogden, Utah	3	3	22,615		246,052	3	276,439	256,237	20,202
Oklahoma City, Okla.	7	7	87,646	819,299	1,159,069	7	1,942,094	1,449,735	492,359
Omaha, Neb.	7†	7	72,047	1,136,809	1,614,365	7	2,474,891	2,092,280	382,611
Orlando, Fla.	6†	6	24,136	184,361	568,021	6	776,290	843,219	66,929 CR
Peoria, Ill.	5	5	39,328	360,641	750,298	5	1,070,199	1,066,688	3,511
Philadelphia, Penn.	19†	18	229,980	5,034,286	5,575,508	18	10,002,838	7,839,865	2,162,973
Phoenix, Ariz.	11	9	227,320	388,694	1,247,976	9	1,758,306	1,847,084	88,778 CR
Pittsburgh, Pa.	18	18	122,254	3,019,252	3,537,225	18	6,243,493	4,639,785	1,603,708
Portland, Me.	4†	4	71,731	288,952	407,357	4	727,284	670,216	57,068
Portland, Ore.	16	13	209,982	1,150,455	1,669,039	15	2,891,554	2,746,201	145,353
Providence, R. I.	10	10	107,080	1,153,789	1,182,514	10	2,132,838	1,747,187	385,651
Pueblo, Colo.	4	4	13,982	75,888	320,998	4	411,274	377,234	34,040
Raleigh, N. C.	5	5	94,054	716,137	288,267	5	1,000,879	956,199	44,680
Reading, Pa.	3	3	17,541	148,624	491,510	3	611,679	441,882	169,797
Richmond, Va.	7	7	117,150	853,514	823,747	7	1,665,522	1,336,585	328,937
Roanoke, Va.	6†	5	35,119	208,291	508,775	6	739,648	675,904	63,744
Rochester, N. Y.	6	6	53,049	956,820	921,447	6	1,887,857	1,597,079	290,778
Sacramento, Calif.	5	5	35,759	674,081	980,112	5	1,484,178	1,406,200	77,978
Saginaw, Mich.	3	3	18,477	140,243	392,729	3	517,884	473,567	44,317
St. Joseph, Mo.	3	3	4,620	193,732	203,382	3	396,541	383,879	12,662
St. Louis, Mo.	12	12	163,540	3,660,536	3,394,933	12	6,276,375	4,961,674	1,314,701
Salt Lake City, Utah	9	8	141,782	476,005	1,177,837	9	1,744,729	1,676,255	68,474
San Angelo, Tex.	4	4	4,160	53,234	233,187	4	275,418	299,806	24,388 CR
San Antonio, Tex.	9	8	83,621	1,110,188	1,372,798	8	2,403,671	2,225,791	177,880
San Bernardino, Calif.	8	8	9,884	171,851	624,947	8	765,301	741,847	23,454
San Diego, Calif.	8	8	87,132	911,065	1,527,043	8	2,355,893	2,118,235	237,658
San Francisco-Oakland	18†	18	272,007	4,028,786	4,337,345	18	7,830,944	7,244,860	586,084
San Jose, Calif.	6†	5		135,553	681,322	6	850,048	759,785	90,263
Savannah, Ga.	6	6	27,128	187,925	489,413	6	659,959	628,671	31,288
Scranton, Pa.	6	6	63,328	253,123	488,052	6	727,526	739,736	12,210 CR
Seattle, Wash.	12	11	157,528	1,512,989	1,942,939	12	3,342,707	2,848,550	494,157
Shreveport, La.	9†	8	76,679	585,074	652,217	8	1,258,097	1,301,624	43,527 CR
Sioux City, Iowa	3	3	4,429	102,314	291,248	3	388,275	353,135	35,140
Sioux Falls, S. D.	4	4	4,477	101,948	390,133	4	481,582	494,132	12,550 CR
South Bend, Ind.	3	3	21,238	216,975	392,051	3	584,983	509,888	75,095
Spokane, Wash.	7†	6	43,339	562,000	817,839	7	1,345,277	1,336,238	9,039
Springfield, Ill.	3	3	19,451	139,920	556,504	3	675,467	608,553	66,914
Springfield-Holyoke, Mass.	9†	7	49,618	285,037	704,063	7	1,002,467	948,142	54,325
Springfield, Mo.	4	4	31,670	191,139	459,585	4	626,205	630,024	3,819 CR
Stockton, Calif.	5	5	11,989	205,623	449,220	5	681,116	711,408	30,292 CR
Syracuse, N. Y.	5	5	40,941	696,484	1,298,711	5	1,820,131	1,453,978	366.153
Tacoma, Wash.	4	4	7,885	67,174	430,612	4	519,578	519,199	379
Tampa-St. Petersburg, Fla.	13†	12	44,825	622,410	1,321,250	13	1,882,581	1,695,758	186,823
Toledo, Ohio	4	4	38,591	782,095	851,579	4	1,520,697	1,114,975	405,722
Topeka, Kan.	4	4	17,842	481,451	489,750	4	957,952	794,339	163,613
Trenton, N. J.	3	3	12,993	148,018	391,430	3	534,795	497,722	37,073
Tucson, Ariz.	8†	8	23,552	196,791	562,510	8	756,428	835,455	79,027 CR
Tulsa, Okla.	6	6	85,490	795,697	781,127	6	1,493,269	1,522,469	29,200 CR
Utica-Rome, N. Y.	6	6	28,816	191,186	571,926	6	798,889	775,703	23,186
Washington, D. C.	14	14	157,279	2,854,775	3,733,950	14	6,133,770	5,159,739	974,031
Waterbury, Conn.	3	3	34,459	58,710	337,451	3	408,909	400,489	8,420
Wheeling-Steubenville	7	7	34,787	528,713	880,910	7	1,412,223	1,146,572	265,651
Wichita, Kan.	5	5	66,349	496,188	786,816	5	1,274,444	1,055,384	219,060
Wichita Falls, Tex.	3	3	24,472	192,408	360,902	3	551,062	589,093	38,031 CR
Wilkes-Barre-Hazleton, Pa.	6	6	20,789	191,093	556,507	6	750,301	664,358	85,943
Wilmington, Del.	4	4	13,063	199,324	688,719	4	891,171	818,582	72,589
Winston-Salem, N. C.	4	4	22,740	156,827	541,724	4	709,155	684,784	24,371
Worcester, Mass.	5	4	103,723	519,169	704,336	4	1,171,064	1,113,196	57,868
York, Pa.	5	5	9,923	141,032	558,202	5	686,816	579,445	107,371
Youngstown, Ohio	7	7	250,685	494,774	1,119,592	7	1,651,496	1,395,562	255,934
	1032	996	11,878,372	144,588,267	181,677,809	1015	312,006,732	260,196,564	51,810,168

NON-METROPOLITAN AREAS WITH 3 OR MORE STATIONS

Item	No. of Stations in Operation	No. reporting $25,000 or More Time Sales[3]	Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Anniston, Ala.	3	3	784	18,189	178,807	3	199,062	206,479	7,417 CR
Decatur, Ala.	3	3	1,500	25,592	121,354	3	146,739	142,490	4,249
Dothan, Ala.	3	3		53,685	173,080	3	224,326	178,262	46,064
Huntsville, Ala.	3	3	3,838	35,871	216,802	3	266,558	224,791	41,767
Selma, Ala.	3	3		7,352	118,428	3	125,557	129,565	4,008 CR
Tuscaloosa, Ala.	3	3	6,167	29,910	185,885	3	225,443	214,751	10,692
Yuma, Ariz.	3	3	15,654	24,048	164,174	3	199,540	224,530	24,990 CR
Hot Springs, Ark.	3	3	1,148	45,375	121,393	3	168,688	184,823	16,135 CR
Pine Bluff, Ark.	3†	2	**	**	**	3	170,841	160,792	10,049
Bakersfield, Calif.	6	6	23,292	193,015	467,183	6	658,722	687,077	28,355 CR
Eureka, Calif.	3	3	7,595	59,360	278,375	3	360,882	348,072	12,810
Modesto, Calif.	3	3	805	64,393	315,674	3	385,337	476,819	91,482 CR
Palm Springs, Calif.	3	3	7,912	33,632	216,653	3	257,164	362,492	105,328 CR
Redding, Calif.	4†	2	**	**	**	3	*	*	*
Santa Barbara, Calif.	3	3	9,757	71,485	258,367	3	330,525	345,648	15,123 CR
Colorado Springs, Colo.	5	3	1,178	40,784	343,530	5	449,127	533,879	84,752 CR
Grand Junction, Colo.	3†	3	10,881	71,136	262,667	3	332,913	319,344	13,569
Daytona Beach, Fla.	3	3	100	23,793	218,979	3	233,748	274,171	40,423 CR
Gainesville, Fla.	3†	3	16,474	27,983	188,889	3	234,269	295,235	60,966 CR
Lakeland, Fla.	3	2	**	**	**	3	207,499	267,577	60,078 CR
Ocala, Fla.	3	2	**	**	**	3	*	*	*
Pensacola, Fla.	5	4	3,900	52,606	383,239	4	435,694	420,478	15,216
Tallahassee, Fla.	3	3	1,812	126,430	197,511	3	323,916	308,529	15,387
West Palm Beach, Fla.	3	3	2,972	35,913	359,891	3	383,400	368,049	15,351
Albany, Ga.	3	3	498	47,961	184,364	3	226,365	208,648	17,717
Athens, Ga.	3†	2	**	**	**	3	292,322	276,676	15,646
Gainesville, Ga.	3	3	589	48,226	355,657	3	416,297	364,237	52,060
Rome, Ga.	3	3	810	35,500	301,432	3	351,459	291,458	60,001
Valdosta, Ga.	3	3	450	70,947	182,058	3	236,658	255,039	18,381 CR
Boise, Idaho	4	4	26,763	88,716	300,117	4	404,253	415,658	11,405 CR
Idaho Falls, Idaho	3†	2	**	**	**	3	257,509	244,945	12,564
Pocatello, Idaho	3	3	3,307	72,642	214,980	3	278,576	276,042	2,534
Twin Falls, Idaho	3	3	15,814	28,082	217,070	3	272,977	277,590	4,613 CR
Mason City, Iowa	3	2	**	**	**	2	**	**	**
Paducah, Ky.	3†	2	**	**	**	3	*	*	*
Alexandria, La.	3	3	5,396	76,234	344,241	3	417,601	344,243	73,358
Lake Charles, La.	3	3	744	69,440	319,899	3	397,065	368,881	28,184
Monroe, La.	3	3	4,751	53,550	220,652	3	283,037	274,639	8,398
Bangor, Me.	3	3	47,197	113,496	194,184	3	350,250	331,383	18,867
Muskegon, Mich.	3	3	2,297	76,631	251,942	3	313,975	330,729	16,754 CR
Greenville, Miss.	3	3	421	38,266	208,852	3	239,216	206,539	32,677
Hattiesburg, Miss.	4†	3	2,030	25,125	221,422	4	267,424	274,305	6,881 CR
Laurel, Miss.	3†	3	826	10,747	209,215	3	224,214	226,900	2,686 CR
Meridian, Miss.	4†	3	7,857	36,111	179,251	4	221,712	212,752	8,960
Joplin, Mo.	3	3	10,100	65,653	222,769	3	289,009	296,893	7,884 CR
Billings, Mont.	4	4	25,010	140,676	413,734	4	564,950	532,468	32,482
Butte, Mont.	3	3	60,468	30,269	169,056	3	322,463	325,541	3,078 CR
Great Falls, Mont.	4	4	46,513	60,943	307,543	4	471,848	440,398	31,450
Missoula, Mont.	3	3	18,930	37,147	216,009	3	322,662	290,548	32,114
Las Vegas, Nev.	5	5	5,038	70,794	342,789	5	427,046	469,840	42,794 CR
Reno, Nev.	5	4	16,762	52,292	352,081	4	404,466	402,072	2,394
Roswell, N. M.	3	3	4,337	15,503	214,567	3	231,776	239,052	7,276 CR
Elmira, N. Y.	3	2	**	**	**	3	378,724	337,849	40,875
Fayetteville, N. C.	3	3	9,907	26,678	291,797	3	331,866	347,799	15,933 CR
Goldsboro. N. C.	3	2	**	**	**	3	193,636	187,928	5,708
Kinston, N. C.	3	2	**	**	**	3	211,790	205,011	6,779
Wilmington, N. C.	3	3	5,780	53,395	213,957	3	285,354	286,836	1,482 CR
Minot, N. D.	3†	2	**	**	**	3	*	*	*
Eugene, Ore.	4	4	15,064	138,653	332,379	4	491,084	524,192	33,108 CR
Klamath Falls, Ore.	3	3	5,379	58,565	227,500	3	278,671	254,547	24,124
Medford, Ore.	3	3	7,950	58,502	247,687	3	307,582	252,480	55,102
Pendleton, Ore.	3	3	3,325	30,095	138,296	3	166,516	175,645	9,129 CR
Roseburg, Ore.	3	3	6,826	31,645	189,603	3	221,908	239,288	17,380 CR
Williamsport, Pa.	3	3	13,453	63,502	243,855	3	327,888	302,291	25,597
Spartanburg, S. C.	3	3	21,779	113,130	264,696	3	406,816	390,062	16,754
Jackson, Tenn.	3	3	1,608	68,494	175,455	3	240,477	234,518	5,959
Abilene, Tex.	3†	3	5,924	70,387	278,804	3	360,017	347,167	12,850
Big Spring, Tex.	3	2	**	**	**	2	**	**	**
Midland, Tex.	3†	3	4,232	47,628	238,667	3	284,754	276,166	8,588
Odessa, Tex.	4†	3	1,338	14,335	305,851	4	326,375	294,592	31,783
Tyler, Tex.	3	3	2,781	41,325	240,570	3	272,995	239,452	33,543
Provo, Utah	3	3	20,510	5,575	234,741	3	261,964	250,773	11,191
Burlington, Vt.	3	3	9,130	117,255	273,644	3	418,791	385,099	33,692
Charlottesville, Va.	3†	2	**	**	**	3	*	*	*
Danville, Va.	3†	2	**	**	**	3	385,223	348,518	36,705
Lynchburg, Va.	3	3	1,474	61,357	232,193	3	294,735	261,271	33,464
Walla Walla, Wash.	3	3	4,717	50,892	165,601	3	215,599	205,261	10,338
Wenatchee, Wash.	3	3	2,186	77,455	261,933	3	327,116	310,586	16,530
Yakima, Wash.	4	4	4,954	113,900	285,019	4	381,837	426,321	44,484 CR
Clarksburg, W. Va.	3	3	3,449	56,928	281,081	3	342,394	357,516	15,122 CR

NON-METROPOLITAN AREAS WITH THREE OR MORE STATIONS (Contd.)

Item	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[3]	Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
Parkersburg, W. Va.	3	3	8,332	35,892	187,990	3	238,635	222,989	15,646
Eau Claire, Wis.	3	3	13,670	132,700	220,473	3	359,018	335,362	23,656
La Crosse, Wis.	3	2	**	**	**	2	**	**	**
Wausau, Wis.	3	2	**	**	**	2	**	**	**
Casper, Wyo.	3	3	10,884	45,703	230,976	3	290,729	259,409	31,320
	275	250	715,326	4,713,810	19,716,566	268	25,367,091	24,987,928	379,163

TERRITORIES—WITH THREE OR MORE STATIONS

Item	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales[3]	Networks	Time Sales: National and Regional Advertisers and Sponsors[4]	Local Advertisers and Sponsors[4]	Total Stations Reporting[5]	Total Broadcast Revenues[6]	Total Broadcast Expenses	Total Broadcast Income[1]
Anchorage, Alaska	3	3	16,755	101,822	560,444	3	669,724	630,385	39,339
Hilo, T. H.	3	3	72,796	10,538	140,498	3	202,664	177,361	25,303
Honolulu, T. H.	9†	9	90,951	469,762	1,213,995	9	1,585,748	1,646,876	61,128 CR
Mayaguez, Puerto Rico	5	5	31,650	149,355	202,341	5	345,550	312,760	32,790
Ponce, Puerto Rico	4	4	17,277	255,223	169,934	4	391,257	305,976	85,281
San Juan, Puerto Rico	9	8	242,440	599,353	612,008	8	1,400,869	1,182,406	218,463
Other communities	24	18	160,010	360,638	837,257	22	1,422,368	1,456,828	34,460 CR
	57	50	631,879	1,946,691	3,736,477	54	6,018,180	5,712,592	305,588

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[1] Before Federal income tax.

[2] Excludes 67 independently operated fm stations.

[3] Stations with less than $25,000 time sales report only total revenues and total expenses. Stations with total time sales of $25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,097 reporting stations.

[4] Before Commissions to agencies, representatives and others.

Note: CR denotes loss.

Includes data for all network owned stations. In prior years, data for Network Key Stations were excluded from this table.

[5] Excludes data for 59 stations whose reports were filed late.

[6] Total revenues consist of total time sales less commissions plus talent and program sales.

† Not all stations in this market operated a full year during 1957.

* Data withheld because third station in this market in operation for short period during 1957.

** Data not published for groups of less than 3 stations.

*** The station totals on this line differ from those given in Table 5 since that table excludes data for 21 network owned stations while this table includes the data for such stations.

HAPPY NEW YEAR

Warren Bahr

Young & Rubicam, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

WLYH-TV

LEBANON – LANCASTER, PA.

ABC-TV Channel 15

Blair Television Associates, Inc.

operated by: Radio and Television Division

Triangle Publications, Inc.

FCC Holds Up Renewals Of Evanston, Chicago Fms

The FCC last week told two fm broadcasters that if their background music simplex operations are to be considered as "broadcasting"—as set forth by an appeals court decision supporting the two stations [AT DEADLINE, Nov. 10]—then the stations are not operating their background music services the way the FCC requires broadcasting to be carried on.

The stations—WFMF (FM) Chicago and WEAW-FM Evanston, Ill.—were told their applications for license renewals are being deferred for the present. The FCC has asked reconsideration by the full U.S. Court of Appeals for the District of Columbia of the November decision by a three-judge panel of that court.

WFMF was told that, assuming such background music operations ultimately are determined to be broadcasting in nature, there are questions as to: (1) whether its "planned music" programming is an abdication of its responsibility as a broadcast licensee to retain control over its programming as public needs may require; (2) whether subscribers to the background music, as "sponsors" under legal definitions, should not be announced and logged as required by law; and (3) whether omissions of station identification and sponsorship from transmissions received by subscribers constitutes a violation of the Communications Act and FCC rules.

The questions on WEAW-FM practices

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concerned the foregoing "abdication of licensee responsibility" issue and that of elimination of required announcements from material transmitted to background music subscribers.

Three N.O. Contestants Agree on Interim Plan

Attorneys for the three contestants for ch. 12 in New Orleans Wednesday (Dec. 24) reached agreement on joint temporary operation on ch. 13 pending ultimate awards of the two facilities. They had not cleared details of the plan with clients, but it was reported that WJMR-TV New Orleans, the contestant which has most to sacrifice under the FCC plan laid out the week before [GOVERNMENT, Dec. 22], was agreeable to the plan.

The other two contestants are Oklahoma Tv Corp., licensee of KWTV (TV) Oklahoma City, and Coastal Tv Co. The three would join in temporary operation on ch. 13—using the present WJMR-TV facilities —until final grants of chs. 12 and 13 are made.

The FCC's order said the Commission would decide favorably on applications filed by today (Dec. 29) for joint temporary operation on ch. 13, which is permanently assigned to Biloxi, Miss. (The FCC awarded that channel to Radio Associates Inc. in 1957, but the grant was remanded by the U.S. Court of Appeals for the District of Columbia for re-examination of and findings on the financial qualifications of the applicants. WLOX Biloxi is the other ch. 13 contestant.)

WJMR-TV operates on ch. 20, but has conducted an experimental dual operation on ch. 12 under FCC grant. The FCC canceled WJMR-TV's ch. 12 operation effective next Jan. 1 [GOVERNMENT, Nov. 3] after a hearing required by an appeals court decision [GOVERNMENT, May 26]. WJMR-TV's ch. 12 transmitter is less than the minimum mileage separation required by FCC rules from co-channel WJTV (TV) Jackson, Miss. The court action followed WJTV's appeal on grounds the New Orleans ch. 12 operation was not a bona fide experiment.

The FCC plan for temporary use of ch. 13 in New Orleans provided for operation by WJMR-TV for the month of January if the three file the joint application, with joint operation to follow until the final grant of ch. 12 and "in no event" to continue after ch. 13 is granted in Biloxi.

Community Tv Installation Fees Held Taxable as Income by IRS

Warren Television Corp., a community antenna system in Warren, Pa., was told by the U.S. Tax Court in Washington last week that money received from subscribers as capital contributions to pay for initial installation of equipment is taxable income and that Warren must make up deficiencies in its taxes for 1953-55. The amount Warren owes, according to the Internal Revenue Service, is in excess of $85,000, but the final figure is subject to recomputation.

The decision by Judge Graydon G. Withey recalled a similar ruling in the case of Teleservice Co. of Wyoming Valley at the beginning of 1957. The capital contributions in the Warren dispute were $125 for residential subscribers, $150 for commercial establishments. Warren issued certificates which it later repurchased for $65 to $99 each. The Tax Court decision noted that the holders of these certificates could not be considered stockholders.

FCC Examiner Recommends Denial of Engineer's License

A recommendation that the FCC dismiss, with prejudice, the application by Morton Borrow for renewal of his first class radiotelephone operator's license was issued in an initial decision last week by Hearing Examiner Forest L. McClenning.

Mr. Borrow, an engineer at WPEN-AM-FM Philadelphia, refused to answer an FCC questionnaire asking information on present or former membership in the Communist Party or in organizations advocating overthrow of the government by force. Examiner McClenning said he relied on past FCC decisions in similar cases in issuing his initial decision. Mr. Borrow had claimed the FCC had no legal right to ask him the questions.

William B. Caskey, WPEN-AM-FM ex-

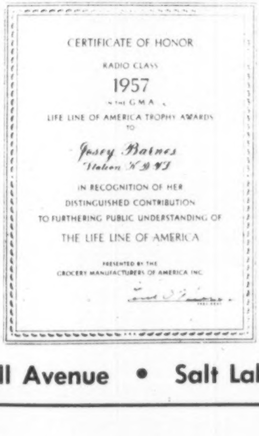
50 YEARS —OF— PROGRESS

GROCERY MANUFACTURERS OF AMERICA, INC.

Thank you for honoring...

KDYL NBC UTAH KTVT4

1957

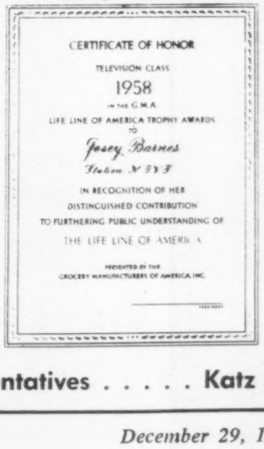


CERTIFICATE OF HONOR
RADIO CLASS
1957
IN THE G.M.A.
LIFE LINE OF AMERICA TROPHY AWARDS
TO
Josey Barnes
Station KDYL
IN RECOGNITION OF HER
DISTINGUISHED CONTRIBUTION
TO FURTHERING PUBLIC UNDERSTANDING OF
THE LIFE LINE OF AMERICA
PRESENTED BY THE
GROCERY MANUFACTURERS OF AMERICA INC.

GMA
LIFELINE
OF
AMERICA
AWARD

JOSEY BARNES
"She Knows Her Groceries"

1958



CERTIFICATE OF HONOR
TELEVISION CLASS
1958
IN THE G.M.A.
LIFE LINE OF AMERICA TROPHY AWARDS
TO
Josey Barnes
Station KTVT
IN RECOGNITION OF HER
DISTINGUISHED CONTRIBUTION
TO FURTHERING PUBLIC UNDERSTANDING OF
THE LIFE LINE OF AMERICA
PRESENTED BY THE
GROCERY MANUFACTURERS OF AMERICA INC.

GMA
LIFELINE
OF
AMERICA
AWARD

130 Social Hall Avenue • Salt Lake City 11, Utah National Representatives . . . . . Katz Agency, Inc.

HAPPY NEW YEAR

John Ennis

Bryan Houston, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION

WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

in Houston
the turn is to
13

KTRK-TV, channel 13

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405

ALL INQUIRIES CONFIDENTIAL

ecutive vice president, issued this statement Wednesday (Dec. 24): "WPEN does not feel that it can properly take any position on a matter now pending before the FCC involving one of its employes. When the issue has been decided by appropriate authority, WPEN will then take such action as it deems proper."

FCC Turns Down Five Reconsideration Pleas

The FCC last week denied petitions for reconsiderations of five Commission orders involving television. The petitions:

- By WAKR-TV Akron, Ohio (ch. 49): of FCC's April 23 denial of proposals in rulemaking to shift ch. 12 from Erie, Pa., to Akron or Cleveland-Akron and shift ch. 12 from Flint, Mich., to Saginaw-Bay City-Flint.
- By WCHU (TV) Champaign, Ill. (ch. 33): of March 21 denial of petitions by WCHU and WTVP (TV) Decatur, Ill. (ch. 17), asking deletion of ch. 3 in the area or (by WTVP) reservation of ch. 3 for education in lieu of ch. 12, assignment of ch. 12 to Lafayette, Ind., for commercial use and ch. 64 to Champaign-Urbana. WCHU also had asked that license renewal of WCIA (TV) Champaign (on ch. 3) be conditioned on switch to uhf.
- By KCOR-TV San Antonio (ch. 41): of March 3 rejection of KCOR-TV's proposal to share educational ch. 9 with educational interests and denial of KCOR-TV's request for rulemaking to determine the status of educational tv in San Antonio. FCC also deferred action on a KCOR-TV proposal for rulemaking to assign ch. 2 to Bandera, Tex.
- By WCBF-TV Rochester, N. Y. (ch. 15): of Sept. 9, 1957, assignment of ch. 13 to Albany-Schenectady-Troy so as to assign ch. 13 to Rochester as well. FCC noted it's continuing to study possibility of additional vhf in Rochester and if it should appear feasible, the FCC will institute rulemaking to this end; FCC emphasized it is not now passing on WCBF-TV's Oct. 30, 1957, petition asking assignment of ch. 13 to Rochester.
- By WFAM-TV Lafayette, Ind. (ch. 59): of April 7 rejection of WFAM-TV's proposal to shift ch. 10 from Terre Haute to Lafayette and a proposal by WDAN-TV Danville, Ill. (ch. 24) to shift ch. 10 from Terre Haute to Danville. WFAM-TV had asked for an evidentiary hearing.

The FCC terminated proceedings in all dockets involved in its denials.

Approval of WMAM-WMBV-TV Sale Affirmed in Examiner's Finding

An initial decision recommending denial of protests against the FCC's approval of the sale of WMAM and WMBV-TV Marinette, Mich. [CHANGING HANDS, March 24], was issued last week by Hearing Examiner Elizabeth C. Smith. She recommended affirmation of the March 19 grant of sale of 75% of the licensee by W. E. Walker, Joseph D. Mackin and others to *Superior* (Wis.) *Evening Telegram* (Morgan Murphy), Walter Bridges and Norman Postles for $211,000 plus assumption of $360,000 in liabilities.

PASS THE SPUDS, MA

It's just not so, Sen. Henry C. Dworshak (R-Idaho) maintains in protesting ads on television claiming rice contains fewer calories—and therefore, is less fattening—than potatoes. He asked the FCC and Federal Trade Commission to order Uncle Ben's rice to stop making such a claim on tv and cited Dept. of Agriculture figures to show that rice contains more calories.

"This food fable has no place on the American video screen," the native of a state renowned for its potatoes stated. "I would advise weight-watchers not to watch tv but to continue to eat potatoes to keep slim and trim." Sen. Dworshak said that "no pallid substitute" could replace the Idaho potato on American dinner tables.

The Marinette stations, meanwhile, have settled differences with two protesting stations—WFRV-TV and WBAY-TV Green Bay, Wis.—(except for matters in hearing status) with WMBV-TV acquisition of ABC-TV affiliation for its lost NBC-TV service [AT DEADLINE, Dec. 22]. Besides the hearing on the sale, the other matter in hearing status is the proceeding resulting from objections by two Green Bay stations to WMBV-TV's application for move of transmitter and for increased power and antenna height.

Justice, FCC Differ On Protest of Philco

The U. S. suffered a split personality last week in a radio case.

The Justice Dept. told the U. S. Supreme Court it thought the appeals court decision in the Philco protest against the license renewals of NBC's Philadelphia stations was correct.

The FCC told the U. S. Supreme Court that the appeals court "misconceived the statutory scheme . . ."

Both statements were contained in the memorandum filed by the Solicitor General last Wednesday.

The Supreme Court asked for the views of the FCC last November [GOVERNMENT, Nov. 17]. Pending before the high court is a petition by NBC, asking that the appeals court's decision be reviewed.

Philco protested to the FCC in 1957 when the Commission renewed the licenses of the NBC-owned Philadelphia stations, WRCV-AM-FM-TV. The FCC turned down the Philco protest on the ground it had no standing. Philco appealed and the U. S. Court of Appeals for the District of Columbia last June reversed the FCC.

Philco contended that it is a competitor of RCA in the manufacturing and sales of appliances and radio-tv equipment and that

NBC's ownership of radio-tv outlets in Philadelphia was unfair competition. NBC is owned by RCA.

The government's attitude in its statement to the Supreme Court was that the protest rule in the Communications Act must be interpreted liberally and that the test for a would-be intervenor must be a "common sense one."

The FCC, on the other hand, charged that this raised serious jurisdictional problems as well as "practical difficulties".

The FCC stated: "Indiscriminate extension of standing to force a hearing under Sec. 309(c) can thus have a grave effect upon the Commission's ability to control its docket and allocate its energies and attention to the problems whose merits are most deserving . . . Clearly, Congress did not contemplate an unlimited class of 'private attorneys general' insofar as the protest procedure was concerned."

Reston Says Government Leaders Use Television to 'Manage' News

Television speeches by the top government officials is a method frequently used to "manage" the news, charged newspaperman James Reston, chief of the Washington bureau of the *New York Times.*

In an appearance on *The Press and The People*, a film series produced and distributed by WGBH-TV Boston, under a grant from the Fund for the Republic, Mr. Reston said government officials "are inclined more and more to make the big, set presentation of their policy in, say, a television address, where they cannot be questioned, whereas, 10 years ago, the press conference was a much more common thing than it is today." To illustrate his point, he recalled the daily press conferences of Secretary of State Cordell Hull in comparison with those held every two or three weeks by Secretary of State Dulles.

Calling for a close watch on the growing giants of government as they amass greater power, Mr. Reston said government agencies didn't work to suppress the news, though they do tend to play up the good and minimize the bad.

Two Oppose Roberts' Miami Bid

Two more principals in the court-remanded Miami ch. 10 case have filed oppositions to a request by Elzey Roberts [AT DEADLINE, Dec. 8] that he be permitted to apply for ch. 10 if the present license (held by a National Airlines subsidiary) is revoked. Public Service Television Inc., present licensee, said Mr. Roberts' petition is "premature," that he is a "stranger" in the proceeding and that he has "no standing." WKAT Inc. asked the FCC to strike the Roberts petition on the grounds cited the week before by L. B. Wilson Inc. [AT DEADLINE, Dec. 15].

WXEX-TV Gets Richmond Call

Ch. 8 WXEX-TV Petersburg, Va., was granted its request for dual identification by the FCC last week. The station will now be allowed to identify itself with Richmond as well as Petersburg.

Government Pre-Emption of Air Opposed by Hagerty in Article

Passage of a law compelling radio and tv stations to yield time for live broadcasts by the President whenever requested is opposed by James C. Hagerty, news secretary to President Eisenhower. Writing in the Dec. 27 *Tv Guide*, Mr. Hagerty said, "I have never been refused time by the networks. This is a free country and we ought to have free communications. I think it would be a dangerous precedent to give the government power to pre-empt the nation's tv and radio facilities—except in time of national emergency."

Telecast news conferences were a big help after the President's heart attack, Mr. Hagerty said, enabling the public to judge the state of his health from his voice and image. He added the President looks at tv newscasts and occasionally watches a playback of one of his own broadcasts. He tunes sports, westerns, plays and comedy for relaxation. He said Mrs. Eisenhower "is a real tv fan."

AB-PT Backs Shreveport Tv Bid

American Broadcasting-Paramount Theatres Inc. has notified the FCC of its support of Henry B. Clay's petition requesting the Commission to allocate a third vhf channel to Shreveport, La. Mr. Clay, executive vice president and general manager of KWKH-AM-FM Shreveport, asked for the assignment of ch. 10 to that city by shuffling vhf and uhf assignments in El Dorado, Little Rock and Hot Springs, all Arkansas. There are at present two assignments for Shreveport: ch. 3 KTBS-TV and ch. 12 KSLA-TV.

AB-PT, which has a secondary affiliation with each Shreveport tv outlet, told the FCC that without another vhf station in that city, the public is being deprived of a wider choice of program service and AB-PT is "handicapped in its efforts to develop a third competitive network."

College Asks for Channel Change

Indiana Central College, a small, liberal arts college over half-century old, filed a petition at the FCC Wednesday asking that ch. 13 Indianapolis be changed from commercial outlet to non-commercial, educational. Application was signed by Lynd Esch, ICC president. He pointed out that in the FCC's original rule-making proposal, ch. 13 was to be non-commercial, educational.

Indianapolis ch. 13 is held by Crosley Broadcasting Corp.'s WLWI (TV), but a new oral argument on this grant has been scheduled by the FCC in response to an appeals court remand. The case was sent back to the FCC because Comr. T. A. M. Craven, whose vote gave a majority for the grant to Crosley, did not hear oral argument.

WMTW-TV Granted Private Relay

The FCC last week granted ch. 8 WMTW-TV Poland Spring, Me., a private tv intercity relay system. The system will be used for off-the-air pickups of programs from ch. 5 WHDH-TV Boston, Mass.

HAPPY NEW YEAR

Ruth Jones

J. Walter Thompson Company

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon—Lancaster—York —Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates

A TRIANGLE STATION

WLYH-TV

LEBANON — LANCASTER, PA.

ABC-TV Channel 15

Blair Television Associates, Inc.

operated by: Radio and Television Division

Triangle Publications, Inc.

NTA'S DREAM PACKAGE
of 85 feature films from the studios of 20th Century-Fox and other important producers

Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! top-flight stars, first-rate pictures.

THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell

CALL NORTHSIDE 777
James Stewart, Lee J. Cobb, Richard Conte

MOTHER WORE TIGHTS
Betty Grable, Dan Dailey

THE RAINS CAME
Tyrone Power, Myrna Loy

HEAVEN CAN WAIT
Gene Tierney, Don Ameche

CALL OF THE WILD
Clark Gable, Loretta Young

ROAD TO GLORY
Fredric March, Lionel Barrymore

For the full story, get in touch *today* with . . .

NTA NATIONAL TELEFILM ASSOCIATES, INC.,
10 Columbus Circle, New York 19

Set, Tape Volume Rise Forecast for Next Year

1959 should be a boom year in the equipment manufacturing field, according to three yearend statements released last year. They said:

Electronics Industries Assn. • Radio and tv sets as well as other consumer goods in the electronics field are expected to return to a $1.5 billion level in 1959, following a resurgence in late 1958, according to a yearend review by David R. Hull, Raytheon Mfg. Co., president of Electronics Industries Assn.

Total production of $7.7 billion (factory sales) in 1958 set a new electronics record. The figure was $100 million above the 1957 alltime record.

Consumer goods, chiefly radio-tv sets showed a decline from $1.5 billion to $1.3 billion during the year as a whole. The impact of growing interest in stereo and hi-fi led to the autumn revival along with obsolescence of tv sets and the normal rise in total homes.

Retail sales of tv sets dropped to about 5 million units in 1958 compared to 6.6 million in 1957, Mr. Hull said. Sales of radio receivers of all types dropped from 15.2 million to 12.6 million despite the demand for transistor portables. Phonographs dropped from 4.9 million in 1957 to 4.2 million in 1958.

Electronic guidance and communication rank next to propulsion in the missile and satellite field, Mr. Hull explained, adding that "without them the moon and universe probes would be useless toys."

General Instrument Corp. • Based on components orders on hand, Martin H. Benedek, board chairman of General Instrument Corp., predicts industry tv set production in 1959 could be 10-15% higher than the 5 million sets being produced this year. He said the "first truly portable tv sets," fully transistorized, "will probably be marketed within the next year or two." The firm now is heavy in industrial and military electronics and anticipates record sales of $47 million for the fiscal year ending Feb. 28, 1959, 20% higher than last year's record $39 million.

ORRadio Industries Inc. • "The tape recording industry has no ailments that a good dose of salesmanship won't cure," according to J. Robert Orr, president of ORRadio Industries Inc. He forecasts a $35 million magnetic tape market for 1959, well above this year's estimated total industry sales of $21 million. He predicted tape sales will hit $115 million by 1963.

Mr. Orr said the replacement market in tape recorders and the growing boom in stereo will be important factors in the industry's sales picture next year. He said there was a definite spurt during the final quarter of 1958.

MANUFACTURING SHORT

Visual Electronics Corp., N. Y., publishes catalogue of complete line of tv monitoring equipment. Brochure provides full illustration, price, description and other technical data of 25 Conrac tv picture monitors and other VEC equipment.

Electronics Industry Growth

Here's the way the U. S. Commerce Dept., Business and Defense Services Administration, Electronics Div., surveys the growth of the electronics industry since 1947 and its projection for 1959:

Electronics Output in Specified Years, 1947-59[1]
(Value in millions of dollars)

Year	Home-type radio and television receivers, and related products	All other electronic equipment except tubes and components[2]	Electron tubes	Semiconductor devices[3]	Electronic components other than tubes and semiconductors
1959	1,500e	3,800e	850e	250e	1,500e
1958	1,350p	3,250p	760p	200p	1,340p
1957	1,500	3,100	800	155	1,445
1956	1,470	2,800	780	90	1,360
1955	1,500	2,500	800	40	1,360
1954	1,420	2,470	710	25	1,275
1953	1,593	2,503	734	25	1,445
1952	1,340	2,330	690	20	1,110
1951	1,296	843	473	[3]	788
1950	1,687	473	443		697
1947	810	469	122		349

e—Estimate
p—Preliminary

[1] Data cover manufacturers' shipments. The totals represent the factory value of production or shipments (output) of electronic products, whether incorporated in other products or used in maintenance and repair of end equipment.

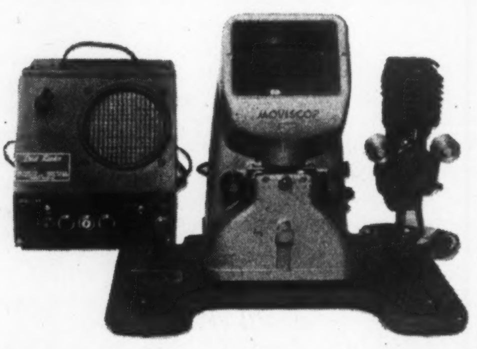
[2] Does not include payments on research and development contracts.

[3] Data for years prior to 1952 are included in "Electronic components other than tubes and semiconductors."

Sources: Based on data contained in the Census of Manufactures, the Annual Survey of Manufactures, releases of the Electronic Industries Assn. Marketing Data Dept., and other sources.

HAPPY NEW YEAR
Hal Simpson
William Esty Company, Inc.
WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon—Lancaster—York—Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.
A TRIANGLE STATION
WLYH-TV
LEBANON—LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.
operated by: Radio and Television Division
Triangle Publications, Inc.

CAMART DUAL SOUND READER
Model SB-III
Complete with optical sound reproduction head (or choice of magnetic soundhead) base plate, amplifier-speaker. For single or double system sound. An unbeatable combination with Zeiss Moviscop 16mm precision viewer, sharp brilliant 2¼ x 3¼ picture.
The Camera Mart, Inc.
1845 Broadway, New York 23, N. Y.
PL 7-6977



Zeiss Moviscop Viewer $99.50
Dual Reader $195.00

GOOD MUSIC GROUP CITES MITCH MILLER

• Given 'Man of Year' Award
• Music for Adult 'Buyers' Stressed

Last spring, Mitch Miller, volatile director of popular artists and repertoire at CBS Inc.'s Columbia Records Div., bristled his familiar beard and accused the nation's disc jockeys of having "abdicated [their] programming to the corner record shop . . . the pre-shave crowd that make up 12% of the country's population . . . zero percent of its buying power . . ." [STATIONS, March 17].

Last Monday, at a New York luncheon, Mr. Miller was hailed as a "trendmaker" and named "man of the year" by a group of stations comprising Better Music Broadcasters.

Carl L. Schuele, president of Broadcast Time Sales Inc., organizer of and station representative for BMB, said Mr. Miller "in his 'Gettysburg address of radio' signaled all broadcasters to take a long look at their programming" and noted Mr. Miller spoke "not only as a professional musician . . . but also as a man who was deeply troubled by an assault upon public taste . . . as a man who knows the business end of radio . . . a man who knows that advertising must pay."

Accepting the bronze plaque and an Arvin high-fidelity am-fm stereo radio, Mr. Miller reiterated his earlier stand by saying, "we must not underrate the taste and intuitive wisdom of the people." He added: "An audience has an insatiable appetite for fresh, varied and unpredictable music. I refuse to picture the listener as passive and slothful. An attentive and alert listener, which to you and your advertising clients means a successful and loyal listener, depends on a constant rotation of rich musical crops—and your [better music] programming proves that this can guarantee a financial harvest bigger and more permanent than radio has ever seen."

Attending the luncheon were representatives of the BMB stations, which include WVNJ Newark, WAYE Baltimore, WJMJ Philadelphia, WDOK Cleveland, KADY St. Louis, KIXL Dallas and XEMO Tijuana-San Diego.

Representing WDOK, Program Manager Wayne Mack noted that "radio is not just a show . . . but a backdrop to a busy day." He called upon more broadcasters to drown out "the neurotic sound" [of the so-called 'top 40' list] with "lush strings . . . and music that wears well." (He also said that a liquor referendum staged by the station drew 2,000 letters within one week and that 90% were against liquor ads on the air.)

Testimonials for good music programming also were offered by Jerome Feniger, vice president of tv-radio programming at Cunningham & Walsh, and his client, Donald Stewart, advertising manager of the Texas Co.; Donald Jacobs, account executive on G. Kreuger Brewing Co. at Grey Adv., and—in absentia—John Reeves, manager of R. H. Macy's record department.

Messrs. Feniger and Stewart referred to the 18-year Texaco sponsorship of the Metropolitan Opera broadcasts Saturday afternoon and said that the two-minute Texaco commercial for 3½ hours of music might seem small. But they pointed out that Texaco gets thousands of letters, many giving unwavering allegiance to the Texas Co. product line because of the client's benevolence.

Mr. Jacobs said Grey and Kreuger had used one of the better music stations—WVNJ—on behalf of Ambassador beer and that WVNJ proved itself well enough to win a contract renewal after a 16-week trial.

The renewal calls for 4,400 more announcements in 1959 and represents a 100% frequency increase.

Mr. Reeves delivered his testimonial by telegram. It pointed out that "lp" albums—which account for most of good music station programming—represented 36% of total yearly record unit sales but represented 70% of the dollar volume, which he said proves the importance of previewing lp's on good music stations. In New York alone, he said, lp's account for almost 80% of the dollar volume, a jump of 30% this past year.

Creditors Seek Revamping Of WTVW (TV) Evansville

A petition for reorganization under Chapter X, Federal Bankruptcy Act, has been filed by the president and principal stockholder of ch. 7 WTVW (TV) Evansville, Ind.

The suit was filed in federal court in Evansville Dec. 19 by three companies owned or controlled by Ferris E. Traylor. They claimed the ABC-affiliated station owes them more than $400,000 and asked that a trustee be appointed to run the station while a plan of reorganization is worked out.

No cessation of WTVW's operations is contemplated, it was announced. The petitioning creditors have guaranteed to underwrite the continued operation of the ch. 7 outlet.

The reorganization request is considered another move in the tangled stockholder affairs of the Evansville station. Earlier this year, some stockholders entered into a voting agreement with Rex Shepp, another principal owner. Later a court injunction was procured forbidding Mr. Shepp to assume management control.

WTVW is also fighting an FCC order which would require it to relinquish ch. 7 for a uhf channel. The Commission is proposing to move ch. 7 from Evansville to Louisville, Ky. Only two weeks ago the U. S. Court of Appeals for the District of Columbia upheld, by a two to one vote, the FCC's rulemaking action in moving ch. 9 into Evansville from Hatfield, Ind., and marking it as reserved for educational noncommercial use [GOVERNMENT, Dec. 22].

WGN-AM-TV Studios to be Moved

Management of WGN-AM-TV Chicago plans to move the station's studios out of the Tribune Tower and has negotiated for purchase of property on city's northwest side as part of "eventual expansion plans,"

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

HAPPY
NEW
YEAR

Murray
Roffis
McCann-Erickson, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

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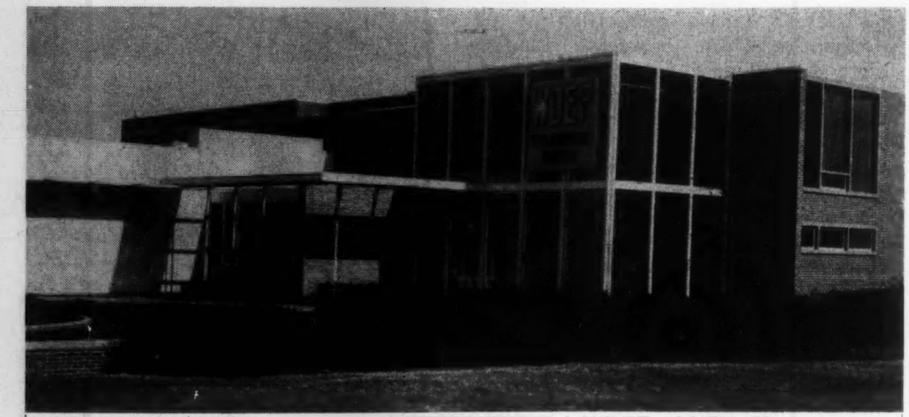


BROADCAST CENTER, the new $600,000 home of WDEF-AM-TV Chattanooga, Tenn., went into operation this month. On the building's two floors are three radio and two tv studios, five control rooms, announcing booths, 36 offices, darkroom, newsrooms, etc. Located at 3300 South Broad St., the building has a total floor area of 32,442 square feet.

according to Ward L. Quaal, vice president and general manager of *Chicago Tribune* radio-tv properties. The land covers 12.3 acres and currently is owned by Bodine Electric Co. and Atlantic Brass Works Inc. If negotiations succeed it's believed physical broadcast properties may be relocated there by the end of 1959. WGN-TV's tower would remain atop the Prudential Bldg. and transmitters on the city's outskirts. The move would be a precedential departure from Chicago's Michigan Ave.

Penn School of Communications To Be M.L. Annenberg Memorial

Annenberg School of Communications is being set up at U. of Pennsylvania by Walter H. Annenberg as a memorial to his father, the late M.L. Annenberg. All communications fields will be covered by the school, according to Dr. Gaylord P. Harnwell, university president.

Walter Annenberg is president of Triangle Publications, operating radio-tv stations, *Tv Guide, Philadelphia Inquirer* and other publications.

The school will teach the art, science and techniques of mass communications, emphasizing radio, tv and publishing. Courses will include liberal arts, social sciences, foreign affairs and other subjects as they relate to the mass media. Undergraduate as well as graduate professional education is proposed. A building will be erected on the university's campus to house the school.

Operating funds will be derived from contributions and fees and will be underwritten over a 10-year period by Annenberg Fund Inc. A grant from Annenberg Foundation will finance the building. An expenditure of $3 million is involved in the project, which will be open to students in September 1959.

Goldman Named Executive V.P. For Noe Enterprises Stations

Promotion of seven executives at the radio and tv stations owned by Noe Enterprises Inc. was announced last week by James A. Noe, board chairman.

Paul H. Goldman was named executive vice president and general manager of Noe Enterprises, covering KNOE-AM-TV Monroe, La., and WNOE New Orleans, and Ray Boyd, was promoted to vice president and director of engineering for all Noe stations.

New assignments at KNOE-TV are Harry Arthur, vice president and program director; Jack Ansell Jr., vice president in charge of sales and promotion; Ansel Smith, vice president and operations manager, and Mac Ward, vice president and news director. At KNOE, Edd Routt has been named vice president and general manager.

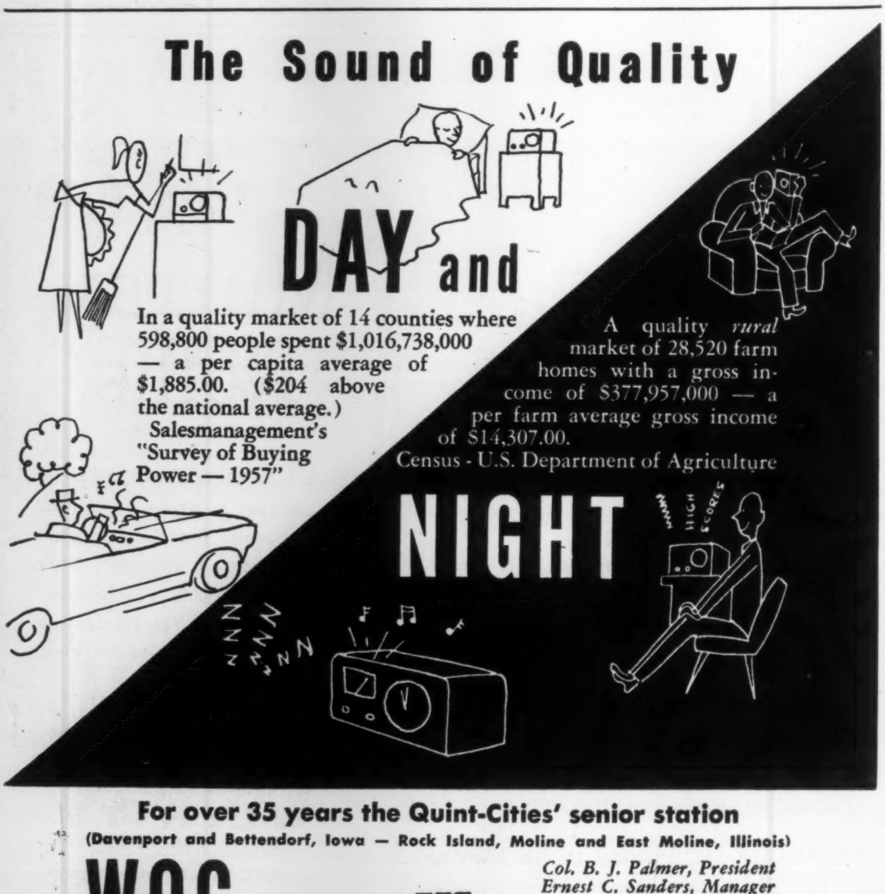
Three Stations Signed in L. A. For Stereo Show in Highest Fi

Radio firsts are hard to come by these days, when broadcasting is nearing its 40th anniversary in the country, but Los Angeles thinks it has one set for New Year's Eve: a six-hour stereophonic program that will combine an am-fm hookup, an fm-fm broadcast and an fm-fm multiple tie-in.

Sponsor of the unique program is Western Sounds, a new organization specializing in custom built high-fi installations. Commercials will highlight products handled by Western Sounds, including Ektacom and Rittenhouse intercom systems, Superscope Stereorecorder, Fisher tuners and amplifiers, University speakers and Omega stereo tapes and discs.

In the am-fm combination, KLAC Los Angeles will make the right pickup and broadcast, KCBH (FM) the left one. In the fm-fm set-up, KCBH will provide the left pickup, KMLA (FM) Los Angeles the right one. Finally, KMLA will make the right pickup and multiplex the left one.

The program will begin at 9 p.m. Dec. 31, with an hour's broadcast of the six stereophonic albums chosen as the best of 1958. From 10 p.m. to 3 a.m. party music suitable for dancing will be broadcast, stereorecorded by 24 orchestras, 16 vocalists and six jazz groups. Western Sounds placed the business direct. The idea was conceived by Edward Altschuler, consultant for Magnetic Recording Industry Assn.



In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.) Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00. Census - U.S. Department of Agriculture

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Tri-City Broadcasting Co., Davenport, Iowa

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED

The following sales of station interests were announced last week. All are subject to FCC approval.

KUEQ PHOENIX, ARIZ. • Leased by Dynamics Inc. (Walter Hall and Carson Cowherd) from Frank Barc, George Sorenson and Jack Caveness for 20 years with an option to purchase, for $295,000. The transaction was handled by Allen Kander & Co. KUEQ is on 740 kc with 1 kw, day, directional antenna.

KABR ABERDEEN, S.D. • Sold to Frank E. Fitzsimonds by Yankton Broadcasting Corp. for $80,000. Mr. Fitzsimonds is a former general manager of KFYR-AM-TV Bismarck, N.D., and most recently station manager of KBMB-TV that city. The sale was handled by Hamilton, Stubblefield, Twining & Assoc. Inc. KABR is on 1220 kc with 250 w, day.

WNOS HIGH POINT, N.C. • Sold to Charles Doss, commercial manager WROM Rome, Ga., by Statesville Broadcasting Co. for $67,500. The sale was handled by Blackburn & Co. WNOS is on 1590 kc with 1 kw, day.

KHEM BIG SPRING, TEX. • Sold to Tom Conner, oil distributor, and Robert Bradbury, general manager of KPET Lamesa, Tex., by J. Homer McKinley for $65,000. The sale was handled by Blackburn & Co. KHEM is on 1270 kc with 1 kw, day.

WAZA BAINBRIDGE, GA. • Sold to Radio Bainbridge Inc. by Joseph M. Grollman for $50,000. The owners of Radio Bainbridge are Richard N. Hunter, J. W. Woodruff Jr., L. M. George and Joseph Gamble. Mr. Woodruff is president and 60% owner of WGPC Albany and minority owner of WRBL-AM-FM-TV Columbus, both Georgia. Mr. George is vice president, general manager and 40% owner of WGPC. Mr. Gamble is chief engineer of WRBL. Mr. Hunter is a station representative. The sale was handled by the Paul H. Chapman Co. WAZA is on 1360 kc with 1 kw, day.

KERC EASTLAND, TEX. • Sold to Dick Spalding and others doing business as The Circle "S" Broadcasting Corp. by D. J. Brookreson and D. J. Brookreson II for $22,000 cash. The sale was handled by Patt McDonald, Austin. KERC is on 1590 kc with 500 w, day.

APPROVED

The following transfers of station interests were approved by the FCC last week. Also see For the Record, *page 79.*

KBET-TV SACRAMENTO, CALIF. • Sold to Great Western Broadcasting Corp. (J. H. Whitney & Co.) by John H. Schacht and others for $4.5 million. J. H. Whitney Co. interests: KOTV (TV) Tulsa, Okla.; WISH-AM-TV Indianapolis, WANE-AM-TV Fort Wayne, both Indiana, and KGUL-TV Houston, Tex. Comr. Robert Bartley dissented in this case. KBET-TV is on ch. 10 and is affiliated with CBS-TV.

WTEL PHILADELPHIA, PA. • Sold to WTEL Inc. by E. Douglass Hibbs, Henry N. Cocker and Gertrude C. Hibbs for $450,-

KBCA (FM) to Make Music Debut

KBCA (FM), under construction in Los Angeles, will start Jan. 11 as "the concert station," broadcasting serious music from 7 a.m. to midnight from its studios in the Sunset Sands Hotel, 8775 Sunset Blvd., via its Mt. Wilson transmitter, on 105.1 mc, Saul R. Levine, station president, has announced. Ward Glen, for the past five years program director of KEAR-AM-FM, San Francisco "Good Music" station, has been appointed to the post of operations manager of KBCA.

WDOK Gets Negative Liquor Vote

WDOK Cleveland listeners voted 8 to 1 against the principle of accepting hard liquor advertising on the air. Over 1,500 letters were received. Fred Wolf, WDOK general manager, said the station management opposes spirits advertising on the air on moral grounds but wanted to tap public sentiment. Some listeners opposed liquor sponsorship on the ground it would be inconsistent with the station's better-music policy. Replies came from all socio-economic levels.

We salute the BROADCASTER!!!

- *For the many pleasant hours of enjoyment he brings the American People!*
- *For the knowledge which he imparts to us every day!*
- *For bringing us current events and keeping us alert to our responsibilities as citizens!*
- *For operating his station in a manner which commands respect!*

We know the stature broadcasting has attained both as a profession and a business, for never have so many tried to enter the field as in 1958. (As new ones have entered, those of experience have moved up to bigger responsibilities and greater returns.) We are proud of any assistance we may have provided in helping would be broadcasters to achieve their goal and in helping our old friends to move onward and upward. We wish you a Happy and Prosperous New Year and we look forward to many pleasant associations in '59.

Come see us when you're in Washington, D. C.; Chicago, Illinois; Atlanta, Georgia; or Beverly Hills, California. You're always welcome at Blackburn and Company.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

000. WTEL Inc. is owned by John E. and George D. Hopkinson and Quentin C. Sturm. These own WKAB Mobile, Ala., and Mr. Sturm also has an interest in WLOI LaPorte, Ind. WTEL is on 860 kc with 250 w, day.

WHCT (TV) HARTFORD, CONN. • Sold to Capitol Broadcasting Inc. (E. D. Taddei, president) by CBS Inc. for $250,000. WHCT is on ch. 18.

KITO SAN BERNARDINO, CALIF. • Sold to Myer Feldman, Arnold S. Lerner and Raymond Ruff by Marshall S. Neal and others for $179,435. Mr. Feldman and others sold KOMA Oklahoma City, Okla. to Storz Broadcasting last summer [CHANGING HANDS, August 25]. KITO is on 1290 kc with 5 kw, directional antenna different pattern day and night.

KATE ALBERT LEA, MINN. • Sold to Albert Lea Broadcasting Co. (H. N. Cardozo Jr., president) by Albert Lea-Austin Broadcasting Co. for $150,000. Richard K. Power, assignee vice president, has interests in WAVN Stillwater, Minn., WCMP Pine City, Minn., and WDBQ Dubuque, Iowa. KATE is on 1450 kc with 250 w and is affiliated with ABC.

KDRO-TV SEDALIA, MO. • Sold to Cook Paint and Varnish Co. by Milton J. Hinlein and others for $50,000. Cook Paint and Varnish also owns KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan. KDRO-TV is on ch. 6 and is affiliated with ABC-TV.

HAPPY NEW YEAR
Dick Coons
Leo Burnett Company, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

KOA-TV, WITN (TV) Promotions Get Prizes

Top prize winners on NBC-TV's "Daytime Program Promotion Contest," in which 80 affiliates entered, were promotion managers Dean Faulkner, KOA-TV Denver, and Peggy Cooper, WITN (TV) Washington, N. C., each awarded a $5,000 first prize.

Winners were announced to affiliates last week in a closed-circuit broadcast by NBC's Kenneth W. Bilby, executive vice president, public relations. The contest, which ran from Oct. 13 through Nov. 7 and was conducted by Al Rylander, director of NBC's exploitation department. Awards totaled $25,500.

Mr. Faulkner was cited for the basic station conducting the outstanding local promotion campaign in support of NBC-TV's daytime programs, and Miss Cooper for the best campaign by an optional station.

The network toted up the performance of the stations and found the 80 participants had broadcast more than 30,000 on-air promotion spots for NBC-TV's daytime programs, and placed more than 100,000 lines of advertising in local newspapers, for a combined value of more than $1 million.

The list of other award winners:

For basic affiliated stations, Arthur R. Garland, WRGB (TV) Schenectady, $3,000 second prize; John Hurlbut, WFBM-TV Indianapolis, $2,000 third prize; Frank Reynolds, KFSD-TV San Diego, $1,500 fourth prize; Kirt Harris, KPRC (TV) Houston, $750 fifth prize, and Dick Paul, WBRE-TV Wilkes-Barre, $500 sixth prize.

For optional affiliates, C. Kirk Jackson, WTRF (TV) Wheeling, W. Va., $3,000 second prize; Roy C. Federson, WDAY-TV Fargo, $2,000 third prize; Doug Duperrault, KTBS-TV Shreveport, La., $1,000 fourth prize; David Witherspoon, WRAL-TV Raleigh, $750 fifth prize, and Edna Seaman, WFBC-TV Greenville, S. C., $500 sixth prize. All winners also receive an RCA Victor color tv set.

Noted was a variety of exploitation activities including parades staged by 17 affiliates, special contests, local store tie-ins using window and counter displays, outdoor billboards, direct mail pieces and publicity in local papers. A panel of agency executives and news editors judged the contest.

TRAVEL PRIZE

George Heffernan, Benton & Bowles, and Charles Dixon, D'Arcy Adv., were first and second prize winners of trips to Europe at a "Christmas Cheer Open House" conducted for New York timebuyers by KUTV (TV) Salt Lake City Dec. 16-17. Mr. Heffernan won airline tickets for two plus $150 toward expenses, while Mr. Dixon won a ticket for one plus $75 toward expenses. Station Manager Brent Kirk estimated 350 timebuyers attended the open house, held at New York's Sheraton East Hotel.

AWARD SHORTS

WAGA-TV Atlanta's *4-H Hour* program has been given trophy for "outstanding service to Georgia agriculture" by Georgia Farm Bureau Federation.

WSB Atlanta, Ga., has received Georgia Farm Bureau Federation award for "outstanding service to agriculture" by station of 5,000 w or over.

Dewey P. Compton, KTRH Houston farm director, has won American Farm Bureau Federation's 1958 radio-tv award for his "outstanding interpretation of agriculture to the American public."

Robert Saudek, producer of much-awarded NBC-TV's *Omnibus* received citation from Boston U. School of Public Relations and Communications for "outstanding work in television."

Bud Clark, newscaster at WIL St. Louis, has received Missouri Associated Press Radio News Assn. award for "outstanding news coverage."

League of Advertising Agencies announces deadline for entries in third annual "outstanding advertising campaign awards" is Dec. 31. Entries should be submitted to League at 220 W. 42nd, New York 36.

Winston B. Linam, general manager of KSLA (TV) Shreveport, La., named city's "outstanding young man of the year" by Shreveport Junior Chamber of Commerce.

THIS IS THE JINGLE MILL RECORD
$38 PER JINGLE ON CONTRACT
COMPLETELY CUSTOM MADE
Price applies to the United States Only
OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 7,000 JINGLES ORDERED AND WRITTEN
PUT THIS RECORD TO WORK FOR YOU
Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.
JINGLE MILL
201 West 49th St., New York City

WSB-TV Prayer Show Ushers 1959

WSB-TV Atlanta will ring in the new year with an "All Night Prayer Meeting" scheduled for telecast from the close of regular programming Dec. 31 until the start of NBC-TV's *Today* at 7 a.m. Jan. 1. Dr. Charles L. Allen, pastor of Atlanta's Grace Methodist Church will conduct the marathon sermon on the values of prayer and comment on Bible passages which will be read by Dr. Allen's son, Charles Jr. Viewers will be invited to call in questions or requests for prayer, WSB-TV announced. Presented as a public service, the telecast will last approximately 6½ hours, the station reported.

KEX Stunt Recalls Gold Rush

The gold rush was on within minutes after KEX Portland, Ore., announced its giveaway promotion in connection with the station's second annual "Anniversary Golden Record Jubilee." The announcement by d.j. Russ Conrad that the station's "Solid Seven" personalities had struck gold in the station's parking lot attracted hundred of listeners, KEX reported. The gold mine was a pile of sand in which 100 tiny gold foil nuggets were planted. Each nugget was redeemed at the "KEX Assaying Office," a desk in the station lobby, for merchandise and cash prizes. Prospecting listeners sifted sand for two hours before the last nugget was discovered. KEX devoted 24 hours of continuous broadcasting to playing the all-time "golden record" hits of the past 34 years.

Heat's Off in WHDH-TV Contest

The U.S. Weather Bureau and Boston's L Street Health Club participated in WHDH-TV Boston's contest to promote the *Sea Hunt* film series. A two-week, all-expense-paid trip for two in Florida was awarded to the viewer who guessed closest to the actual air and water temperatures at noon, Dec. 9, at the L St. beach. On hand as weatherman John Cohen recorded 37.4 degree water and 29.4 degree air temperatures were several swim suit-clad health clubbers. A Lynn, Mass., woman correctly guessed both temperatures, WHDH-TV announced on Dec. 16.

KMA Show Wins Fans, Sponsors

Capitalizing on the intense interest in high school basketball in the Midwest, KMA Shenandoah, began a twice-weekly three-hour program called *Fast Break* (Tues., Thurs., 8-11 p.m.) four years ago. The program built up coverage, audience response and sponsor interest and this year has 18 sponsors and a waiting list. It provides running scores on as many as 118 games being played in the KMA listening area, and coverage includes final scores and highlights. As one indication of the effectiveness of the program, KMA officials pointed out that more than half of this year's 18 sponsors are repeats from last year. The rapid coverage of games from 118 different locations is achieved through the use of telephone correspondents.

SLOW DEATH

NBC-TV and three daytime advertisers have solved the problem of replacing one daytime tv serial with another from one day to the next without depriving the viewer of the traditional tear-stained denouement. Washing out of *Today Is Ours*, Procter & Gamble (Compton Adv.), Nabisco (McCann-Erickson) and Armour & Co. (Foote, Cone & Belding) settled on a tv version of *Young Dr. Malone*, whose trials and tribulations have been radio fixtures since 1939. Suggested NBC-TV and the new show's producers: Why not transfer from *Today Is Ours* the six major characters and allow them to play out their story on *Malone*? Come the end of January, *Today Is Ours* will die off slowly as its characters take their place alongside those featured in *Malone*. The new series starts today (Dec. 29) at 3-3:30 p.m., Mon.-Fri.

WTAE (TV) 'Shocks' 25 Into Frat

A group of 25 pledges of Tau Kappa Epsilon fraternity at California State Teachers College, California, Pa., became members of the fraternity through a helping hand extended by WTAE (TV) Pittsburgh. One of the requirements for the would-be "Tekes" was to "appear on a live tv show." On Dec. 17, the group participated in three live cut-ins on the station's *Shock Theatre*.

WDBJ-TV Molds Giant Candle

A 10-20 ft. candle, promoted and made by WDBJ-TV Roanoke, Va., was lighted Dec. 23-25 in front of the local city hall. Wax for the giant taper was solicited from church congregations by the area's ministers. The ceremony of lighting the candle was telecast by WDBJ-TV.

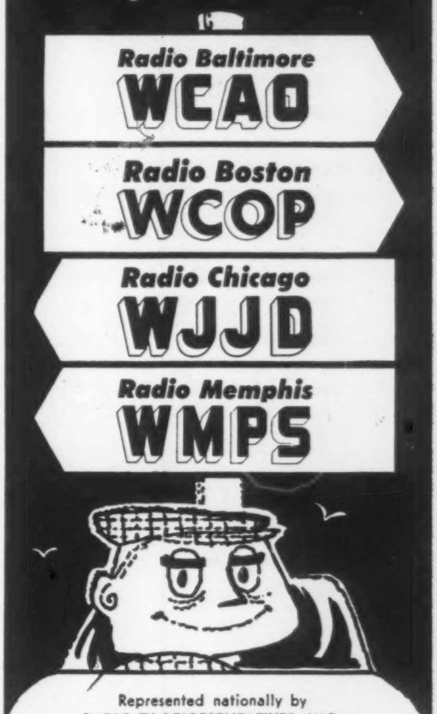
WTCN Playing Numbers Game

Social security numbers of people within the coverage area of WTCN Minneapolis can win the card holders up to $25,000. This is the amount the outlet is giving away each week in its raffle-by-radio promotion. WTCN announces 18 social security numbers daily. Each is worth amounts up to $1,000 if the owner presents his card at the studios within 24 hours.

WGTO Adds Voice From The Cold

Canadian visitors to Florida this winter will hear "a voice from home" by listening to WGTO Cypress Gardens, which plans to make northlanders feel at home with a daily newscast direct from Toronto, Ont., featuring newscaster Dave Price. Mr. Price will be heard at 9 a.m., Monday through Saturday, starting Dec. 29.

You're headed in the right direction with Plough, Inc., Stations!



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

HAPPY NEW YEAR

Vera Brennan
Sullivan, Stauffer, Colwell & Bayles, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York –Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

Now! 50,000 watts*

WAPI
Birmingham, Alabama

*5,000 nighttime

Represented nationally by the
Henry I. Christal Co., Inc.

HAPPY NEW YEAR

Charles Eaton
C. J. LaRoche and Company, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA
ABC-TV Channel 15
Blair Television Associates, Inc.

operated by: Radio and Television Division
Triangle Publications, Inc.

Church Drama Series on KRON-TV

The first of a new series of 13 local, live religious dramas was presented Dec. 21 on KRON-TV San Francisco. Titled *Encounter*, the half-hour shows are prepared by the Northern California-Nevada Council of Churches. The Sunday telecasts, which will resume on Jan. 18 for 12 weeks, feature professional actors and are being videotaped for delayed telecasting. Works to be dramatized include those by Tolstoi, Dostoevski, Alan Paton and others. The moral stressed in each play is discussed by a panel following the performance. The Dec. 21 *Encounter* was a special Christmas presentation entitled "The House by the Stable." Dr. Theodore A. Gill, president of the San Francisco Theological Seminary, is program host.

News Class Starts on WJAR-TV

The problems encountered by reporters in getting news from China were presented Dec. 19 in the first assignment of a new *Daybreak College* series on WJAR-TV Providence, R.I. Entitled "The Press and the People," the series is presented under the auspices of the Fund for the Republic, WJAR-TV announced. Seen on Fridays from 6:30 to 7 a.m., the series provides analysis of reporters' news source problems as well as difficulties in having their stories published. Participants in the first lesson included Louis Lyons, curator of the Nieman Foundation for Journalism at Harvard U.; Theodore H. White, former chief of *Time* magazine's China bureau, and Professor John K. Fairbanks, director of Modern Chinese Studies at Harvard U.

Russian History on WTTV (TV)

A history of Russia's last 100 years will be telecast by WTTV (TV) Bloomington twice weekly Feb. 3-May 14. The course, originating from the U. of Indiana, is offered for two hours college credit through the university's correspondence study division. The Ford Foundation has granted $3,000 so that the course can be kinescoped and loaned to other Indiana stations and colleges.

CAPTIVE HEROES

Mr. and Mrs. Ronald Moore of Columbus trapped three chipmunks while vacationing in Colorado last summer. It didn't occur to them then that their new pets would be tv personalities. But a few months and several song hits later, the animals are in show business. WTVN-AM-TV Columbus featured the furry trio as the "recording stars" Theodore, Simon and Alvin of the popular tune, "The Chipmunk Song." As the record played, Ohio's newest celebrities cavorted in holiday abandon for WTVN-TV's cameras.

FOLLOW THAT SLED

WTVJ (TV) Miami maintained a constant "sleigh-watch" Dec. 23-24 to report the progress of Santa Claus on his way South. WTVJ kept viewers informed of the city-by-city, continent-by-continent Christmas journey via 10-and 20-second spots. A week before Christmas, WTVJ dispatched a camera crew on a trip to "the North Pole" to interview the man in the red suit and to ascertain the route he would follow this year. The film was shown on the *Ralph Renick Reporting* news show Dec. 22. Christmas Eve programming was interrupted for news flashes that Santa was orbiting over Miami.

WIL D.J.'s Club Gives Hope

"Failures" in the St. Louis area may feel they are unsuccessful but at least they are organized, thanks to d.j. Gray Owens' "Complete Failure" club on WIL St. Louis. Mr. Owens has issued more than 10,000 membership cards which certify that "I . . . am a complete failure because I listen to *The Gary Owens Show* on WIL Radio." Club founder Owens presented the "Failure" award of the year to a 14-year-old boy at the St. Louis Auto Show. Among the prizes were a gold-plated plaque and "the gift that keeps on giving"—an amoeba.

WOV Airs Ceremony From Rome

Coverage of Pope John XXIII's award of the Red Hats to new Cardinals was handled in three phases by WOV New York. For Italian listeners in the New York area, WOV presented direct shortwave reports by Lucio Basco, WOV's Rome reporter, on Dec. 18. Mr. Basco also handled English-language commentary on the event for Radio Press, via shortwave. At the same time, WOV's radio and film facilities in Rome were being utilized by WBZ-TV Boston.

KGW Pays Way for Yule Shoppers

Christmas shopping memories for 1958 for Portland Oregonians will no doubt include the service provided by KGW that city through the "Shopper's Special Bus." The station reports that it took over the bus, which travels the downtown shopping area of Portland, for the two days prior to Christmas and offered free rides to all. KGW intends to offer such free transportation for additional days during the next two weeks.

No Seal No Deal

KMPC Los Angeles' Dick Whittinghill will not accept written record requests, states the station, during the Yuletide unless the letter bears a Christmas Seal. This is the eighth no-request-without-seal year for Whittinghill, reports KMPC.

PEOPLE A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. JOHNSON

ARNOLD E. JOHNSON, formerly with NBC, Chicago, and director of broadcast facilities at Needham, Louis & Brorby, Chicago, for past six years, elected v.p. of NL&B. **GRANGER F. KENLY,** v.p. and account supervisor, and **JOHN F. WHALLEY,** financial v.p., appointed to agency's operating committee.

THEODORE D. VERU, formerly marketing director of Tempo Graphic Arts Inc., N.Y., named president of Merit House Inc., New York affiliate of Schenley Industries, selling marketing aids and other merchandise.

WILBUR N. DAVIDSON, formerly account supervisor at Aubrey, Finlay, Marley & Hodgson, Chicago, named v.p. of Gordon & Hempstead Inc., that city.

STUART MINTOS, attached to Hollywood office of Foote, Cone and Belding for past year, named manager of broadcasting activities for agency's Los Angeles and San Francisco offices, effective Jan. 1.

TED M. HOWELL, formerly public relations director for U.S. Junior Chamber of Commerce, Tulsa, Okla., appointed radio-tv public relations representative for American Airlines, N.Y., succeeding **TOM SEDLER,** resigned.

MICHAEL J. SILVER, with J. T. Howard Adv., Raleigh, N.C., since 1955, elected to board of directors and named v.p.

BARBARA CURREY WOOD, fashion art director, and **CY SCHNEIDER,** account supervisor, elected v.p. of Carson/Roberts Inc., Los Angeles advertising agency. Both will become stockholders as well as officers in corporation.

J. RALPH CRUTCHFIELD, American Research Bureau account executive, promoted to southern regional manager, headquartering in bureau's home office, Beltsville, Md.

WALTER LeCAT, acting art supervisor of Kenyon & Eckhardt's Chicago office, named art supervisor and department head. Other appointments: **LUTHER JOHNSON,** formerly with Young & Rubicam, as senior art director; **RICHARD ERMOYAN,** formerly with Needham, Louis & Brorby, and **JOSEPH CRESS,** formerly with North Adv., as art directors.

FRANK SHER, formerly art director at Earle Ludgin & Co., Chicago, to Clinton E. Frank Inc., that city, in similar capacity.

JAMES A. TACKENBROCK, formerly account executive and member of plans board of MacFarland, Aveyard & Co., Chicago, to BBDO, that city, as account executive.

WALTER J. STRADEL JR., formerly sales representative of Color Process Co., St. Louis, and **LANEY LEE,** formerly program director and production manager of KRCG-TV Jefferson City, Mo., to Gardner Adv. Co., St. Louis, as assistant account executive and radio-tv writer, respectively.

HAROLD MATHEWS, for past three years tv production supervisor at Kenyon & Eckhardt, N.Y., to N. W. Ayer & Son, Phila., service department with duties in broadcast activities of Sealtest Corp.

LEE DAVIS, formerly with Agency Representatives Inc., N.Y., to Dancer-Fitzgerald-Sample, N.Y., as television commercial producer.

CLARK ANDREWS, formerly with National Sales Executives Inc., to N. W. Ayer & Son, N.Y., public relations department; **SUZANNE H. BYERS,** with Ayer's Philadelphia staff from December 1955 to September 1957, rejoins production department; **HENRY E. PRASSE,** formerly with General Electric Co., to agency's Philadelphia outdoor department.

REVA BERGER, formerly with RCA in Frankfurt, Germany, and Bern, Switzerland, to publicity department of Kennedy, Walker & Wooten Inc., Beverly Hills (Calif.) advertising agency.

PAUL E. MARTIN, 61, casting director at N. W. Ayer & Son, N.Y., died Dec. 13 after illness of several weeks. Mr. Martin joined Ayer in 1952 as production supervisor in tv-radio department. Prior to that he was producer-director at NBC and was with Compton Adv. in same capacity.

FILM

FRANK NEILL, publicist at 20th Century-Fox for past eight years, named publicity head of 20th Century-Fox Television.

ARTHUR SPIRT, central division manager of Independent Television Corp., resigns, effective immediately.

SAMUEL GANG, National Telefilm Assoc. foreign sales representative for past two years, named foreign sales manager.

NETWORKS

MR. SHAPIRO

JACK SHAPIRO, for past three years regional sales director of Intermountain Network, headquartering in Salt Lake City, appointed v.p. in charge of Denver operations of network.

AUSTIN (PETE) PETERSON, formerly v.p. in charge of Ted Bates & Co.'s Hollywood office, named program consultant, western division, for ABC-TV.

WILLIAM H. DAVIS, CBS-TV Spot Sales account executive in New York, will resign Thursday (Jan. 1) to open New York office of "Golf Digest" magazine.

EARL ZEIGLER, assistant manager, NBC Press and Publicity Dept., Pacific Div., promoted to manager of department. **DONALD E. ALLEN,** staff publicist, appointed manager of NBC Exploitation Dept., Western Div.

SHERMAN ADLER promoted from CBS-TV Spot Sales staff, N.Y., to midwest director of client relations of same organization.

RICHARD BOONE, star of CBS-TV's cowboy series, *Have Gun, Will Travel,* will make his first Broadway appearance in 10 years as Lincoln in Norman Corwin's "The Rivalry," slated to open at Bijou Theatre on Lincoln's birthday, Feb. 12. Mr. Boone will remain with play until June when he returns to Hollywood to resume filming of his CBS-TV series for 1959-60 season.

STATIONS

MR. SZABO

JAMES E. SZABO, account executive with ABC-TV since June, named sales manager of WABC-TV New York.

CHARLIE STONE resigns as v.p. of WJXT (TV) Jacksonville, Fla., Dec. 31 but remains with Washington Post Broadcast Div., Washington Post Co., as consultant.

KENNETH J. HANNI, business manager and assistant secretary of Intermountain Broadcasting & Tv Corp. (KDYL-AM-FM and KTVT [TV], all Salt Lake City, Utah), adds duties of assistant to president of corporation.

MR. CARR

THOMAS S. CARR, formerly part owner and station manager of WANN Annapolis, Md., and for past seven years executive secretary and administrative assistant to Maryland Governor Theodore R. McKeldin, to WBAL Baltimore as director of public relations, effective Jan. 19.

FRANK HOVORE, formerly supervisor of sales promotion and advertising at KTTV (TV) Los Angeles, to KRCA (TV), that city, as manager of advertising, press and promotion, replacing **JACK KENASTON,** promoted to KRCA program director.

HAPPY NEW YEAR
Phil Kenney
Kenyon & Eckhardt, Inc.

WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon—Lancaster—York—Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

A TRIANGLE STATION
WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.
operated by: Radio and Television Division
Triangle Publications, Inc.

QUAD - CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

JOHN E. METTS, formerly business manager of WHIM Providence, R.I., named director and principal in corporation formed to own and operate WICC-AM-TV Bridgeport, Conn. [CHANGING HANDS, Dec. 22].

WARREN L. BRAUN, assistant general manager and director of engineering of WSVA-AM-FM-TV Harrisonburg, Va., named director of Shenandoah Valley Inc., tourist and business information agency.

CHARLES N. JONES appointed station manager of KFPW Fort Smith, Ark.

CLIFTON KIRK appointed manager of KFSD-FM San Diego, replacing **MASON INGRAM. JAMES PATRICK O'LEARY,** formerly with KBIG Santa Catalina, Calif., to KFSD as d.j.

LELAND F. COOLEY, executive program director of KTLA (TV) Los Angeles and previously producer of NBC-TV's *Perry Como Show*, published first novel titled "The Run for Home."

HERBERT E. BUCK JR., director of sales development and promotion for WCTV (TV) Thomasville, Ga., assumes additional duties of program director.

PETER E. MARTIN, announcer with WHAI Greenfield, Mass., to WDEA Ellsworth, Me., as news director.

WARREN L. BLACKMON, manager of Coral Gables (Fla.) chamber of commerce, to WVCG, that city, in executive and administrative capacity, Jan. 1.

CHUCK DOUGHERTY, KQV Pittsburgh d.j., adds duties of program director, replacing **JOHN GIBBS,** named KQV program-sales coordinator.

JOHN CANDLER, air personality of WDVA Danville, Va., promoted to chief of station's newly-created department of sports and special events. **JANE BRANN** to WDVA as assistant to director of continuity.

JAMES CALVIN PIGG, formerly farm reporter of KPRC Houston, to WBAP-AM-FM-TV Ft. Worth as farm director, succeeding **W. A. (DOC) RUHMANN,** entering private business in Houston.

JACK KROECK appointed farm director for WDAF Kansas City, and **PAUL VOGEL** appointed assistant farm director.

EDWARD J. MARSETT, formerly national sales manager for KIVA (TV) Yuma, Ariz., to KFMB-TV San Diego as account executive. **GEORGE A. PARDON,** formerly with Warner Bros. in public relations, to KFMB as account executive.

ROBERT W. BURROWS, formerly in Cincinnati office of Ziv Television Inc. in special program sales, to WFIE-TV Evansville, Ind., as account executive.

CLOTIS A. BARKER, formerly sales representative with KBHM Branson, Mo., to KCMO Kansas City as account executive. **LAFE R. WILLIAMS,** formerly news director of KFEQ-AM-TV St. Joseph, Mo., to KCMO news department.

LEE DORIAN, formerly account executive with WEZE Boston, to WILD, that city, in similar capacity.

TERRENCE C. ATKINSON, formerly midwest sales director of Hollywood Television Service Inc., division of Republic Pictures, to KYW-TV Cleveland as sales representative.

ROBERT N. KINDRED (seated), formerly sales manager of KOIL Omaha, Neb., has been appointed general manager of KJBS San Francisco, announces Ed Franklin (standing, above), KJBS resident partner. Jack Campbell has been named local sales manager and Gary Gartlund, account executive. Mr. Kindred said that a petition has been filed with the FCC for construction of a new 50 kw transmitter for KJBS. Prior to KOIL, Mr. Kindred was with KOWH Omaha.

MR. AMECHE

JIM AMECHE, veteran radio personality, joins WTOP Washington as m.c. of morning variety program, beginning Jan. 5. Mr. Ameche, who will present similar nighttime program on Mondays, has reportedly taken part in more than 35,000 shows as actor, announcer or m.c.

CRAIG NOEL, director of San Diego's community theatre, Old Globe Theatre, appointed host-director of KDWD (FM) San Diego's program, *Curtain Call.*

DOUG ARTHUR, who began broadcasting career with WTNJ Trenton, N.J., in 1935, to WCAU Philadelphia as air personality.

BILL FOULKES, formerly announcer for KMJ Fresno, Calif., has joined KBIG Avalon (Catalina), Calif., as d.j., replacing **BUD BAKER,** promoted to news writer and newscaster.

GORDON SHAW, formerly air personality of KFRB Fairbanks, Alaska, to KENL Arcata, Calif., in similar capacity.

JOE EASLEY, formerly with KFMK (FM) Houston, to KXYZ, that city, as air personality.

DOC LEMON to KIOA Des Moines as air personality.

ED BONNER to WIL St. Louis as air personality.

J. LESLIE FOX, broadcasting pioneer who founded KFH Wichita, Kan. in 1923 and subsequently served as sales head of WSM Nashville, WMCA New York, WGAR Cleveland, WLS Chicago and KMBC Kansas City, died Dec. 22 in Santa Ana, Calif. Mr. Fox moved to West Coast in 1937 as manager of Los Angeles office of Paul H. Raymer Co., post he held until his retirement in 1947.

REPRESENTATIVES

MR. JENSEN

ROBERT W. JENSEN, formerly sales account executive at WGST and WIIN, both Atlanta, has joined the Atlanta office of Forjoe & Co., station representative, in the capacity of manager of southern sales division.

PROGRAM SERVICES

BILL MIKELS, district sales manager for southwest district of Capitol Records Distributing Corp. in Dallas, promoted to assistant national sales manager of CRDC, Hollywood. **BOB KEELS,** Dallas sales manager, succeeds Mr. Mikels as southwest manager, and **FRANK ANDERSON** moves into Mr. Keels' Dallas post.

THOMAS P. DUGGAN, formerly in CBS Radio's station relations department, appointed Rocky Mountain sales manager of Community Club Services Inc., replacing **GERALD M. HAUSER,** reassigned as southwest sales manager.

PROFESSIONAL SERVICES

MR. PALTRIDGE

J. G. (GIL) PALTRIDGE, formerly station manager of KROW Oakland, Calif., and director of NAB, appointed director of newly-established broadcasting division of Lawrence B. Taylor Inc., Burlingame, Calif. New division will specialize in administrative and technical consultancy.

CONWAY P. COE, v.p., patents, RCA, resigns to practice patent law in Washington, D.C. He will continue to serve RCA as consultant in patent matters.

MERRILL PANITT, managing editor of *Tv Guide*, named editor of magazine, succeeding **WALTER H. ANNENBERG,** president of Triangle Publications Inc. **ALEXANDER H. JOSEPH** promoted from assistant to managing editor, replacing Mr. Panitt.

PHIL R. CURRAN, with UPI since 1933, appointed assistant director of client relations, and **CARL B. MOLANDER,** assistant general sales manager, promoted to sales director.

MANUFACTURING

RICHARD E. SEIFERT, formerly with Philco Corp. as midwestern regional sales supervisor for its Lansdale Tube Co. division, named sales planning manager for semiconductor division of Raytheon Mfg. Co., Waltham, Mass. **NATHANIEL H. SPERBER** has resigned as v.p.-public relations at Chambers, Wiswell, Shattuck, Clifford & McMillan Inc., Boston advertising agency, to join Raytheon as publicity manager, effective Jan. 5.

JAMES F. RILEY, formerly with Wearever Alumium Co., Allentown, Pa., named sales engineer for electronic components in Los Angeles office of Corning Glass Works, replacing **HAROLD E. GUMBART,** retiring.

HENDRIX G. BLUE, formerly with Henri, Hurst & McDonald, Chicago, and manager of advertising sales promotion and distribution at Hallicrafters Co., appointed consumer (radio-tv) products advertising manager at Motorola Inc., that city.

EDWARD C. KLUENDER, with General Electric Co. since 1938, named manager of military systems engineering in GE's communication products department, Syracuse, N.Y.

ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON

RCA 5671

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.

Phone: HAymarket 1-6800

D. FRANK GRASETT, formerly traffic manager at Needham, Louis & Brorby, Chicago, appointed assistant advertising manager at Gates Radio Co. (electronic equipment), Quincy, Ill.

PERSONNEL RELATIONS

MICHAEL H. FRANKLIN, who became executive director of Writers Guild of America, West, last March, has had his option picked up by WGAW council and his contract confirmed until end of 1960. At his suggestion, council approved appointment of **JOHN SCHALLART**, tv contract administrator, as assistant executive director.

GOVERNMENT

SAM NORRIS, president and chairman of board of Nuclear Corp. of America Inc., N.Y., appointed consultant to director of electronics division, business and defense services administration, U.S. Dept. of Commerce, Washington, D.C.

TRADE ASSNS.

MR. COYNE

ROBERT W. COYNE, formerly executive head of Council of Motion Picture Organizations Inc., elected president of Distilled Spirits Institute, Washington, D.C., trade organization of nation's distillers. Mr. Coyne will assume duties Jan. 1, succeeding **C. K. McCLURE**, of Stitzel-Weller Distillery. **HOWARD T. JONES** will continue in his present position as executive secretary.

JOHN J. BRENNAN, formerly special accounts representative for General Foods Corp., appointed national account executive for Radio Advertising Bureau, N.Y., effective today (Dec. 29).

FOR THE RECORD

Station Authorizations, Applications

Dec. 17 through Dec. 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Existing Tv Stations

ACTIONS BY FCC

WMTW-TV Poland Spring, Me.—Granted application for private tv intercity relay system for off-the-air pickup of programs of WHDH-TV Boston, Mass.

***WMSB, WILX-TV Onondaga, Mich.**—Granted applications to change type transmitters and ant. and make other equipment changes; without prejudice to such action as Commission may take as result of decisions of U. S. Court of Appeals in *Booth Bcstg. Co. v. FCC*, *Jackson Bcstg. & Television Corp. v. FCC*, and petition for rehearing pending before Commission. WMSB and WILX-TV are share-time stations on ch. 10.

WXEX-TV Petersburg, Va.—Waived Sect. 3.652 (a) of rules and granted station request to allow it to identify itself with Richmond as well as Petersburg.

New Am Stations

ACTIONS BY FCC

Cocoa Beach, Fla. — Mel Wheeler — Granted 1300 kc, 500 w D. P.O. address Box 431, Pensacola, Fla. Announced Dec. 23.

St. Johns, Mich.—Justin F. Marzke—Granted 1580 kc, 1 kw, DA-D. P.O. address 120 N. Clinton Ave., St. Johns. Estimated construction cost $40,056, first year operating cost $46,000, revenue $58,000. Mr. Marzke is in retail electrical appliances sales and service. Announced Dec. 23.

Nebraska City, Neb.—Otoe Bcstg Co.—Granted 1600 kc, 500 w D. P.O. address % E. D. Hundley, 112 East Ninth St., Trenton, Mo. Estimated construction cost $20,607, first year operating cost $36,000, revenue $40,000. Owners are **Edwin D. Hundley** (50%), **Sam M. Arnold** and **Samuel A. Burk** (each 25%). Mr. Hundley is station manager, KTTN Trenton, Mo. Mr. Arnold is 10% partner in KIRX Kirksville, Mo. and 40% partner in **KTTN**. Mr. Burk is 50% partner in KIRX and and 50% partner in KTTN. Announced Dec. 23.

in Houston the turn 13
KTRK-TV, channel 13

Superior, Neb.—Great Plains Bcstg. Inc.—Granted 1600 kc, 500 w D. P.O. address Melville L. Gleason, Box 354, York, Neb. Estimated construction cost $10,519, first year operating cost $26,400, revenue $33,500. Owners are **Melville L. Gleason** (30%), **Tommy L. Gleason** (30%), **William S. Scott** (20%) and **Gerald Charles Bryan** (20%). Melville Gleason is chief engineer and 51% owner of KAWL York, Neb., and KRSL Russell, Kan. Tommy Gleason is 25% owner of KAWL and KRSL and is salesman for KAWL. Mr. Bryan is manager, KAWL. Mr. Scott is manager KRSL. Announced Dec. 23.

Dover, N. J.—Lion Bcstg. Co.—Granted 1510 kc, 1 kw unl. P.O. address % Richard M. Glassner, 60 Park Pl., Newark, N. J. Estimated construction cost $45,389, first year operating cost $97,560, revenue $117,000. Principals include **Harry L. Goldman** (71%), public service director, WROW and WCDA (TV) Albany, N. Y., and **Leo Rosen** (23.7%), theatre manager. Announced Dec. 23.

Seaside, Ore.—Seaside Bcstg. Co.—Granted 730 kc, 500 w D. P.O. address % John Gillis, 1910 SE Alice Lane, Beaverton, Ore. Estimated construction cost $12,400, first year operating cost $30,000, revenue $35,000. Equal partners are **Jerry B. Dennon**, assistant promotion manager KOIN-AM-FM-TV Portland, Ore. **Ronald L. Rule**, KOIN-TV announcer, and **John P. Gillis**, announcer KRWC Forest Grove, Ore. Announced Dec. 23.

Belle Fourche, S.D.—Joseph Kopp—Granted 1450 kc, 250 w unl. P.O. address 803 Kansas City St., Rapid City, S.D. Estimated construction cost $9,750, first year operating cost $36,900, revenue $46,500. Mr. Kopp until recently was program director, KRSD Rapid City. Announced Dec. 23.

Port Neches, Tex.—Mid-County Radio—Granted 1150 kc, 500 w D. P.O. address 2462 Calder Ave., Beaumont, Tex. Estimated construction cost $24,729, first year operating cost $36,000, revenue $48,000. **Joseph S. Trum**, sole owner, is in advertising. Announced Dec. 23.

APPLICATIONS

De Witt, Ark.—Independent Radio Inc., 1470 kc, 500 w D. P.O. address % **L.R. Luker**, 1523 Main St., North Little Rock. Estimated construction cost $18,537, first year operating cost $55,000, revenue $65,000. Owners are Mr. Luker (50%) and seven others. Mr. Luker is former stockholder in KNLR North Little Rock. Announced Dec. 18.

Tracy, Calif.—John P. Gallagher, 710 kc, 500 w unl. P.O. address % Visual Electronics, 342 W. 20th St., New York. Estimated construction cost $82,792, first year operating cost $60,000, revenue $72,000. Mr. Gallagher owns KPAT Idaho Falls, Idaho, and WOOW Washington, N.C. Announced Dec. 23.

Kannapolis, N.C.—Foy T. Hinson, 1460 kc, 500 w D. P.O. address 293 Oak St. Estimated construction cost $19,745, first year operating cost

You're headed in the right direction with Plough, Inc., Stations!
Radio Baltimore WCAO
Radio Boston WCOP
Radio Chicago WJJD
Radio Memphis WMPS
Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
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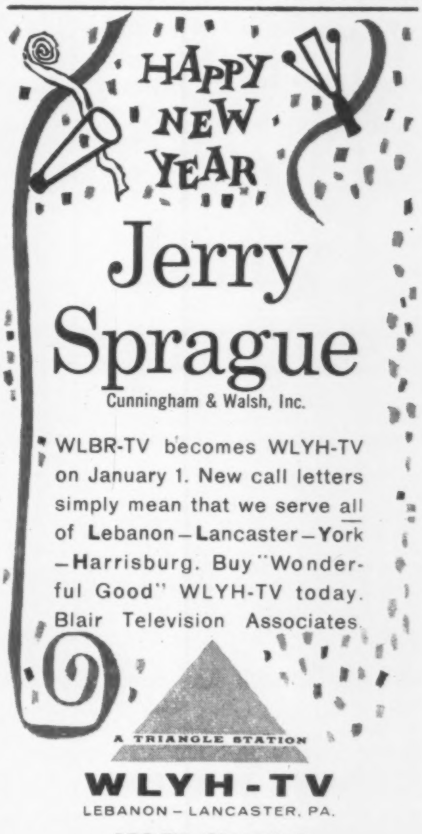
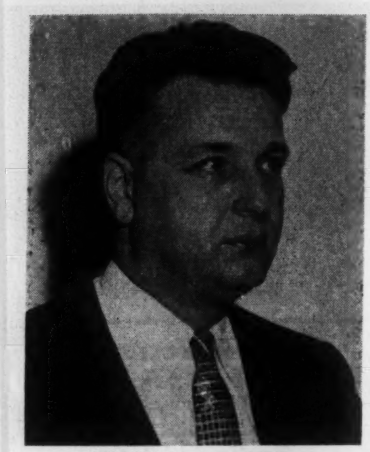


WLBR-TV becomes WLYH-TV on January 1. New call letters simply mean that we serve all of Lebanon–Lancaster–York–Harrisburg. Buy "Wonderful Good" WLYH-TV today. Blair Television Associates.

WLYH-TV
LEBANON – LANCASTER, PA.
ABC-TV Channel 15
Blair Television Associates, Inc.

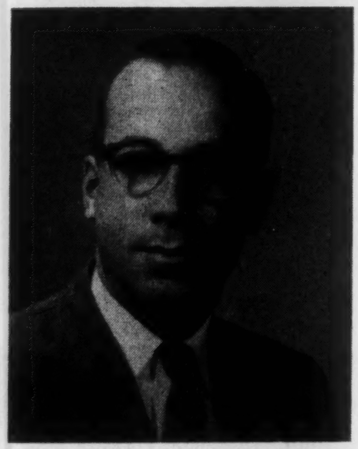
operated by: Radio and Television Division
Triangle Publications, Inc.



HOWARD B. HAYES
Vice President and General Manager

Like Hundreds of Broadcasters . . .

Vice President and
General Manager
HOWARD B. HAYES
of
WOKO
Albany, N. Y.
and
Chief Engineer
LLOYD W. SNOWDEAL
Selected
STAINLESS TOWERS



LLOYD W. SNOWDEAL, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE
STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

FOR THE RECORD CONTINUED

$36,000, revenue $40,000. Mr. Hinson, sole owner, has record and radio service shop. Announced Dec. 18.

Beaverton, Ore.—Twin Cities Bcstg. Co., 860 kc, 250 w D. P.O. address Box 345, Forest Grove, Ore. Estimated construction cost $11,665, first year operating cost $50,000, revenue $62,000. Applicant is owned by **Mr.** and **Mrs. Irving V. Schmidtke** who have operated radio-tv "clinic." Announced Dec. 22.

Existing Am Stations

ACTIONS BY FCC

WQIK Jacksonville, Fla.—Granted increase of power from 1 kw to 5 kw on 1280 kc, continued daytime operation; engineering condition; remote control permitted. Announced Dec. 23.

WPRT Prestonsburg, Ky.—Granted increase of power from 1 kw to 5 kw, using DA, continuing operation on 960 kc D; engineering condition. Announced Dec. 23.

KQAQ Austin, Minn.—Granted increase of power from 1 kw to 5 kw on 970 kc, continued DA-D operation; engineering conditions. Announced Dec. 23.

KXL Portland, Ore.—Being advised that application, to increase power from 10 kw to 50 kw, continuing operation on 750 kc DA-1, L-WSB, change trans. and studio location, and to make changes in DA system, is being returned to pending file pending determination of rule making in clear channel proceeding. Announced Dec. 23.

APPLICATIONS

KVFD Fort Dodge, Iowa—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment.

WSIP Paintsville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KBCL Bossier City, La.—Mod. of license to change studio location and remote control point to Commercial Bank Bldg., Texas and Market Sts,. Shreveport, La., and change station location from Bossier City, La., to Shreveport, La.

KDOV Medford, Ore.—Cp to change frequency from 1300 kc to 580 kc; decrease power from 5 kw to 500 w; install new trans.

WTUC Union City, Tenn.—Cp to change frequency from 1580 kc to 940 kc and make changes in ant. system and changes in ground system.

WTON Staunton, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KEDO Longview, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WPFP Park Falls, Wis.—Cp to increase daytime power from 250 w to 1 kw, make changes in ant. system (increase height) and install new trans.

New Fm Stations

ACTIONS BY FCC

San Luis Obispo, Calif.—KATY Inc.—Granted 99.9 mc, 3.77 kw. P.O. address Box 700. Estimated construction cost $9,920, first year operating cost $11,800, revenue $15,600. Applicant is licensee of KATY San Luis Obispo. Announced Dec. 23.

Portland, Me.—Casco Bcstrs. Corp.—Granted 97.9 mc, 10 kw. P.O. address 212 Middle St. Estimated construction cost $14,515, first year operating cost $15,000, revenue $20,000. **Sherwood J. Tarlow** (50%) also has interest in WHIL Medford (94%) and WARE Ware (51%), both Massachusetts; WHYE Roanoke, Va. (35%); WWOK Charlotte, N.C. (51%), and is buying 51% of WJBW New Orleans. **Faust Couture** (25%) owns 99.6% of Twin City Bcstg. Co. (WCOU-AM-FM Lewiston, and WFAU Augusta, both Maine; 25% of WLOB Portland and 33⅓% of WGUY Bangor, both Maine. **Melvin L. Stone** (25%) owns 76.72% of WRUM Rumford, 55.49% of WGHM Skowhegan, 25% of WLOB Portland and 33⅓% of WSME Sanford, all Maine. Announced Dec. 23.

APPLICATION

Shreveport, La.—Good Music Inc., 96.5 mc, 10.9 kw. P.O. address Box 727. Estimated construction cost $4,200, first year operating cost $5,000, revenue $7,000. Applicant is licensee of KBCL Bossier City, La. Announced Dec. 18.

Ownership Changes

ACTIONS BY FCC

WBYE Calera, Ala.—Granted assignment of license to **Shelby County Advertising Corp. (Ralph W. Sears,** president); consideration $50,000. Announced Dec. 23.

KBET-TV Sacramento, Calif.—Granted transfer of control from **John H. Schacht,** et al., to **Great Western Bcstg. Corp.** (J. H. Whitney & Co.); consideration $4,539,978. Comr. Bartley dissented. Transferee has interest in WISH-AM-TV Indianapolis; WANE-AM-TV Ft. Wayne; KOTV (TV) Tulsa, and KGUL-TV Houston. Announced Dec. 23.

KITO San Bernardino, Calif.—Granted transfer of control from **Marshall S. Neal,** et al., to **Myer Feldman, Arnold S. Lerner** and **Raymond Ruff;** consideration $179,435. Announced Dec. 23.

WHCT (TV) Hartford, Conn.—Granted assignment of licenses to **Capitol Bcstg. Inc. (E. D. Taddei,** president); consideration $250,000. Announced Dec. 23.

WJBS Deland, Fla.—Granted assignment of license to **James Ayers** and **Charles B. Britt,** d/b as **Radio Station WJBS;** consideration $65,000. Mr. Britt is major owner of WIRY Plattsburgh, N.Y., and Mr. Ayers has interest in WUSN-TV Charleston, S.C. Announced Dec. 23.

WFRP Savannah, Ga.—Granted assignment of license to **Fisher Bsctg. Co. (Albert T.** and **Elizabeth B. Fisher** and **James J. Duffy Jr);** consideration $87,500. Announced Dec. 23.

KATE Albert Lea, Minn.—Granted transfer of control and assignment of license to **Albert Lea Bcstg. Co. (H.N. Cardozo Jr.,** president); consideration $150,000. **Richard K. Power,** assignee, vice president, has interest in WAVN Stillwater, Minn.; WCMP Pine City, Minn., and WDBQ Dubuque, Iowa. Announced Dec. 23.

KDRO-TV Sedalia, Mo.—Granted transfer of control from **Milton J. Hinlein,** et al., to **Cook Paint and Varnish Co.** (KMBC-AM-TV Kansas City, Mo., and KFRM Concordia, Kan.); consideration $50,000. Announced Dec. 23.

KWRC Pendleton, Ore.—Granted assignment of license to **WSC Bcstg. Co. of Oregon Inc. (Fred W. Stevens,** president); consideration $37,500. Announced Dec. 23.

WTEL Philadelphia, Pa.—Granted assignment of license to **WTEL Inc. (John E.** and **George D. Hopkinson** and **Quentin C. Sturm,** owners of WKAB Mobile, Ala. Mr. Sturm also has interest in WLOI LaPorte, Ind.); consideration $450,000. Announced Dec. 23.

WGRF Aguadilla, P.R.—Granted transfer of control from **Guillermo Ramos Ferreri,** et al., to **Manuel Alberto Cabrera** (interest in WNIK Arecibo, P.R.); consideration $21,000. Announced Dec. 23.

KACT Andrews, Tex.—Granted assignment of license to **Clint Formby** (interest in KPAN Hereford, and KTUE Tulia, Tex.); consideration $65,000. Announced Dec. 23.

KSIJ Gladewater, Tex.—Granted assignment of license from executors of estate of **T.W. Lee,** deceased, to **Frank O. Myers,** tr/as **Gregg County Bcstg. Co.;** consideration $60,000. Mr. Myers has interest in KAMD Camden, Ark. Announced Dec. 23.

KGA Spokane, Wash.—Granted relinquishment of positive control by **L.F. Gran** through transfer of 43% (out of his 60%) interest to **H-R Representatives Inc. Profit Sharing Trust, Soren H. Munkhof, Jack** and **Mary Ellis, Stanley H. Guyer** and **Joseph M. Baisch;** consideration $4,300. Announced Dec. 23.

APPLICATIONS

KOSY Texarkana, Ark.—Seeks assignment of license from **W. Decker Smith** and **A.L. Davis,** d/b as **Gateway Bcstg. Co.** to Mr. Smith who is buying his partner's 50% for $50,000. Announced Dec. 23.

WZIP Covington, Ky.—Seeks assignment of license and cp from **WZIP Bcstg. Inc.** to **Greater Cincinnati Radio Inc.** for approximately $200,000. Buyers are equal partners **Edward Skotch,** freelance program producer in Hollywood; **Donald Balsamo,** ABC local salesman, Chicago and Hollywood, and **Monte Fassnacht,** president-technical director, Civic Opera House, Chicago. Announced Dec. 18.

KTOW Oklahoma City, Okla.—Seeks assignment of license from **Citizens Bcstg. Co. of Okla.** to **KTOW Inc.** for $150,000. Buyers are **William D. Schueler,** 20%; **Paul E. Taft, James M. Stewart** and **F. Kirt Johnson,** each 26.6%. Same group owns KJIM Fort Worth, Tex. Mr. Taft owns KHGM (FM) Houston and 10% of KGUL-TV Galveston - Houston, both Texas. Announced Dec. 22.

WKMC Roaring Spring, Pa.—Seeks transfer of control of licensee **(Cove Bcstg. Co.)** from **C.I. Metzger, Leonard Stoudnour, Carl W. Kensinger, Quinter Showalter, Dale Detwiler, Blair Bice, Lloyd King, Raymond Honsaker** and **Rex Hershberger** to Messrs. Kensinger and Bice, and **Sheldon F. Horton, Walter O. Kramp,** and **Melvin H., Amos C., Marion F.** and **Boyd E. Shaw,** each to own less than 20%. Approximately $54,000 is involved in transaction. Announced Dec. 18.

KLYN Amarillo, Tex.—Seeks assignment of license and cp from **E. Boyd Whitney** and **Arthur L. Nichols,** d/b as **Nichols-Whitney Bcstrs.,** to **Radio KLYN Inc.** for $147,000. Buyers are equal partners **Jay J.G. Schatz** and **G.E. Miller,** who also share ownership of KOKE Austin, Tex. Announced Dec. 22.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Nov. 10 initial decision and granted application of Lion Bcstg. Co. for new am station to operate on 1510 kc, 1 kw DA unl., in Dover, N.J.

By memorandum opinion and order, Commission granted petition for reconsideration by Kankakee Daily Journal Co. and granted without hearing its application to change operation of station WKAN Kankakee, Ill., on 1320 kc, from 1 kw D to 500 w-N, 1 kw-LS, DA-N; amended

Sept. 19 hearing order to remove WKAN application from hearing.

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward (1) denying protests of Valley Telecasting Co. (WFRV-TV, ch. 5) and Norbertine Fathers (WBAY-TV, ch. 2), both Green Bay, Wis., and (2) affirming Mar. 19 grant of application to transfer control of M & M Bcstg. Co. (WMAM and WMBV-TV, ch. 11), Marinette, Wis., from William Walker, et al., to Evening Telegram Co., Norman M. Postles and Walter C. Bridges. Announced Dec. 22.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of WSBC Bcstg. Co. for new Class B fm station to operate on 93.1 mc in Chicago, Ill., and denying similar application of Electronic Music Co. which was in default for failure to appear and prosecute. Announced Dec. 23.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Broadcast Bureau and enlarged hearing issues on application of Santa Monica Bcstg. Co. for new Class A fm station in Santa Monica, Calif. Announced Dec. 23.

By memorandum opinion and order, Commission granted petition by Walter G. Allen, Huntsville, Ala., and reversed hearing examiner's order of April 21 which quashed notice by Mr. Allen to take deposition in proceeding involving his application and that of Marshall County Bcstg. Co., Arab, Ala., for new am stations to operate on 1380 kc, 1 kw D. Announced Dec. 23.

By memorandum opinion and order, Commission denied motion by Price Broadcasters Inc., Frederick, Md., to dismiss application of Monocacy Bcstg. Co., Gettysburg, Pa.; ordered Monocacy to file within 20 days of release of memorandum opinion appropriate amendment to its application reflecting change in legal status of holders of its stock and, if in proper from, amendment will be accepted. Price, Monocacy and Times and News Publishing Co. (WGET), Gettysburg, are in consolidated hearing involving 1320 kc. Announced Dec. 23.

By memorandum opinion and order, Commission granted in part to extent of reversing hearing examiner's ruling on taking of depositions, and denied in all other respects four petitions by Joseph M. Ripley Inc., Jacksonville, Fla., for review of examiner's rulings on Mr. Ripley's petitions in proceeding on its application and that of Dan Richardson, Orange Park, Fla., for new am stations; ordered that intemporate language contained in Ripley petitions be stricken. Chairman Doerfer not participating. (Initial decision of Aug. 19 looked toward granting Richardson application and denying Ripley.) Announced Dec. 23.

By memorandum opinion and order, Commission denied petition by Summit Radio Corp. (WAKR-TV, ch. 49), Akron, Ohio, for reconsideration of April 23 report and order which denied all proposals and counterproposals in rule making proceeding proposing to shift tv ch. 12 from Erie, Pa., to Akron or Cleveland-Akron, Ohio, and to shift ch. 12 from Flint, Mich., to Saginaw-Bay City-Flint, Mich., and which treminated proceeding. Chairman Doerfer concurred in result and issued statement; Comr. Ford issued concurring statement. Announced Dec. 22.

By memorandum opinion and order, Commission denied petition by Plains Television Corp. (WCHU [TV], ch. 33), Champaign, Ill., for reconsideration of Mar. 21 memorandum opinion and order which denied petitions by Plains and by Prairie Television Corp. (WTVP [TV], ch. 17), Decatur, Ill., to deintermix the Champaign-Urbana, Ill., area by deleting ch. 3, neither petitioner proposing that ch. 3 be reassigned to any specific community, and which denied alternate proposal by Prairie to reserve ch. 3 for educational use in Champaign-Urbana in lieu of ch. *12, assign latter channel to Lafayette, Ind., for commercial use, and add ch. 64 to Champaign-Urbana; also denied Plains request that Nov. 5 tv grant of renewal of license to Midwest Television Inc., for station WCIA (TV) on ch. 3 in Champaign be conditioned to steps to be taken to require WCIA (TV) to institute uhf operation. Chairman Doerfer concurred in result and issued statement; Comr. Ford issued concurring statement. Announced Dec. 22.

By memorandum opinion and order, Commission (1) denied petition by KCOR Inc. (KCOR-TV, ch. 41), San Antonio, Tex., for reconsideration of that part of Mar. 3 memorandum opinion and order which rejected that company's proposal to permit sharing to ch. *9 with educational interests in San Antonio, and denied KCOR's request for institution of formal rule making to determine the status of educational tv in San Antonio, and (2) deferred action on KCOR petition for rule making proceedings to assign ch. 2 to Bandera, Tex. Announced Dec. 22.

By memorandum opinion and order, Commission denied petition by Star Bcstg. Co. (WCBF-TV, ch. 15), Rochester, N.Y., for reconsideration of Sept. 9, 1957 report and order which, among other things, assigned ch. 13 to Albany-Schenectady-Troy, N.Y., so as to assign that channel to Rochester as well. Memorandum opinion pointed out that Commission is continuing to study allocation of tv channels in Rochester area, and if it should appear that additional vhf channel can be assigned to that city, it will institute rulemaking designed to achieve this end, and emphasized that it is not now passing on Star's petition filed Oct. 30, 1957, urging assignment of ch. 13 to Rochester. Announced Dec. 22.

By memorandum opinion and order, Commission denied petition by Lafayette Bcstg. Inc. (WFAM-TV, ch. 59), Lafayette, Ind., for reconsideration and evidentiary hearing directed toward April 7 report and order which rejected that company's proposal to shift ch. 10 from Terre Haute, Ind., to Lafayette and proposal by Northwestern Publishing Co. (WDAN-TV, ch. 24), Danville, Ill., to shift ch. 10 from Terre Haute to Danville, which terminated proceeding.

Commission granted application of Supreme Bcstg. Co. (WJMR-TV, ch. 20), New Orleans, La., for temporary authority to operate on ch. 13 (Biloxi, Miss., assignment), in New Orleans, with ERP 94.5 kw vis. and 47.2 kw aur.; ant. 240 ft., for period of 30 days from Jan. 1, 1959, subject to following conditions: (a) That on or before Dec. 29, 1958, joint application for temporary authority to operate on ch. 13 after Jan. 31, 1959, shall be filed by Supreme Broadcasting Co., Oklahoma Television Corp. and Coastal Television Co.; (b) that this temporary authorization shall be of no effect unless terms set forth in condition "a" above are met; (c) that operation on ch. 13 by Supreme pursuant to this authorization shall not commence unless and until Commission has acted favorably upon joint application referred to in condition "a" above; (d) that operation on ch. 13 at New Orleans shall cease at such time as regularly authorized television service commences in New Orleans on ch. 12 but in no event is to continue beyond time of commencement of operation on ch. 13 at Biloxi, Miss.; (e) that no advantage in comparative hearing for regular operation on ch. 12 in New Orleans will accrue to Supreme Broadcasting Co. as result of any expenditure of funds by Supreme pursuant to temporary authorization herein; nor will any preference redound to Supreme by virtue of temporary operation. Announced Dec. 18.

Abacoa Radio Corp., Arecibo, P.R.; Western Bcstg. Corp. of Puerto Rico; Jose A. Bechara Jr., A. Gimenez-Aguayo and **Reynaldo Barletta, Aguadilla, P.R.**
—Designated for consolidated hearing applications for new tv stations to operate on ch. 12.

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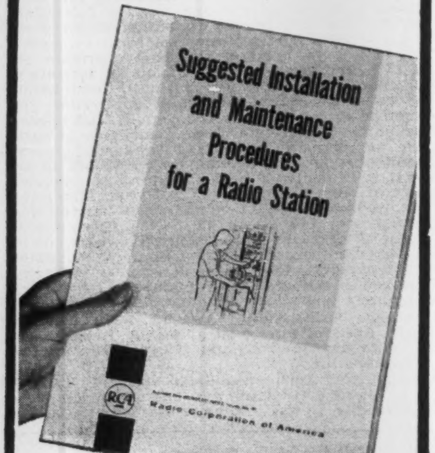
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 23

	ON AIR Lic.	Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	52	114	586
FM	544	32	116	70
TV	431[1]	85	102	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 23

	VHF	UHF	TOTAL
COMMERCIAL	435	81	516[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,270	544	431[1]
CPs ON AIR (new stations)	45	27	81[2]
CPs NOT ON AIR (new stations)	108	115	105
TOTAL AUTHORIZED STATIONS	3,423	686	666
APPLICATIONS FOR NEW STATIONS (not in hearing)	456	34	49
APPLICATIONS FOR NEW STATIONS (in hearing)	119	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	575	64	107
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	433	29	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	48	1	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	481	30	54
LICENSES DELETED	0	0	0
CPs[4] DELETED	1	1	1

---

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Designated for hearing application for new am station to operate on 1220 kc, 250 w DA, D; made KGFJ Los Angeles, party to proceeding.

John H. Phipps, Georgia State Board of Education, Waycross, Ga.—Designated for consolidated hearing applications for new commercial tv stations to operate on ch. 8.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of Dec. 19

KELS (FM) Nacogdoches, Tex.—Granted request for cancellation of license and deletion of call letters.

WDUL-TV Duluth, Minn.—Granted assignment of cp to WDUL Television Corp.

WIBG-FM Philadelphia, Pa.—Granted authority to remain silent from Dec. 24 to Mar. 24, 1959, to complete construction.

WSON-FM Henderson, Ky.—Granted authority to operate on reduced power for period ending Mar. 12, 1959, pending filing and approval of application for reduced power.

Marietta Investment Corp., San Diego and Bakersfield, Calif.—Granted mod. of cp and licenses to change name to Marietta Broadcasting Inc.

Actions of Dec. 18

Granted licenses for following am stations: WSRA Milton, Fla.; WJSO Jonesboro, Tenn.; WEEN Lafayette, Tenn.; WTLO Somersett, Ky., conditions; WWIZ Lorain, Ohio.

WQAM Miami, Fla.—Granted license covering installation of new aux. trans. and ant. at studio location for aux. purposes only; remote control permitted.

WWNY Watertown, N.Y.—Granted license covering installation of new trans.

KTXL San Angelo, Tex.—Granted license covering change in ant.-trans. location, studio location and remote control point and changes in ant. and ground system.

WACO Waco, Tex.—Granted license covering move of aux. trans. to studio location and installation of new aux. ant.-ground system and deletion of remote control operation of aux. trans.

KYSN Colorado Springs, Colo.—Granted license covering change in power, hours of operation, installation of DA-N and changes in ground system.

KPET Lamesa, Tex.—Granted license covering installation of new trans.

WWNY Watertown, N.Y.—Granted license to use old main trans. as aux. trans. at main trans. site and mod. of license to operate aux. trans. by remote control while using nondirectional ant.

WBNX New York, N.Y.—Granted license covering installation of new trans. as aux. trans. at main trans. site.

KXGI Fort Madison, Iowa—Granted cp to install new trans.

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Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Salesman wanted to take over account list now worth $7000 per year with great opportunity to increase this in solid, progressive station, midwest. Now 1 kw, soon 5 kw. Opening created by staff promotion. Box 111H, BROADCASTING.

Florida. Top-rated, "modern sound", independent in big metropolitan market wants to add salesman. Highly competitive nature of market requires young aggressive man with solid all-around radio experience. Salary guarantee. Ideal living conditions for family. Send resume, references and photo. Box 132H, BROADCASTING.

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Outstanding local station, staff of 20, 50,000 metropolitan market, needs experienced, aggressive salesman. Must be high type man interested in permanent future. Merchandising background essential, outstanding sales ability a must. Box 198H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. **Increasing sales staff**

Really good salesman wanted immediately for really tough upstate market. Really good pay. Phone Jack Oranch at Saratoga Springs 4300.

Announcers

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Metropolitan market in southwest has immediate opening for announcer who can sell adult audience. Send tape and complete background to Box 178H, BROADCASTING. Our employees know of this ad.

Station in large southern chain looking for top morning dj. Adult audience station. Money no object for right man. Must have tape and experience first letter. Confidential. Box 114G, BROADCASTING.

Announcer—Experienced, married, versatile, dependable. Western Ohio. Box 135H, BROADCASTING.

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

Pennsylvania daytimer seeks experienced announcer for news and **music** work. Combo operation. Send tape—resume—expected salary first letter. Box 147H, BROADCASTING.

Need experienced announcer for staff work and play-by-play. Send tape, photo, personal history. Single station market, college town. Box 189H, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer wanted afternoon shift. Pleasant, informal operation. Send tape, resume to KROX, Crookston, Minn.

Wanted, staff announcer. Excellent opportunity for advancement, insurance and vacation benefits. Apply Paul Rahders, Program Director, KSDN, Aberdeen, S. Dakota.

Staff man for expanding music and news operation. Progressive daytimer in growing city. Rush tape and resume to Al Kahn, WAGR, Lumberton, N.C.

Progressive eastern Connecticut independent station needs night announcer. Experienced in disc jockey and news writing. Send tape and resume to Art Bouldin, WICH, Norwich, Conn.

Announcer—young man seeking future with small station chain. Must be able to pull regular announcing shift plus news. Must type and be willing to learn to write copy and handle music. $50.00 week to start; excellent opportunity for advancement at several stations. WKUL, Cullman, Ala.

Florida coast station wants announcer-copywriter. May sell if desired. Contact Robin Bright, WRMF, Titusville, Fla.

Technical

Chief engineer for am, fm and tv. A very good permanent position for the right man. Box 154H, BROADCASTING.

Growing eastern fm network needs experienced field engineer for responsible position. Must be willing to travel. No air work. Send resume and salary requirements. All answers confidential. Box 168H, BROADCASTING.

Chief engineer. Virginia, Piedmont area. $135.00 per week. Want mature man attentive to new equipment, imaginative to equipment uses, solid background. Announcing ability will count too. All information first letter. Replies confidential. Box 173H, BROADCASTING.

Chief engineer-announcer wanted for 5,000 watt independent daytimer in midwest small town. Must be able to maintain Gates unattended operation efficiently and do fair announcing. Good pay, easy hours. Send complete details and tape to Box 191H, BROADCASTING.

Chief engineer capable of handling 1000 watt station. Pleasant midwest city of 60,000. Combination man preferred. Good starting salary. Send resume. Box 205H. BROADCASTING.

Immediate opening for chief engineer for one of Montana's leading stations. 250 watt RCA equipped with alternate main transmitter. Good pay. Good working conditions. Excellent medical hospital, pension plan. Contact I.A. Elliot, Manager, KATL, Miles City, Montana.

Chief engineer for light afternoon announcing shift and maintenance. WHIT, New Bern, N.C.

Delaware. Transmitter engineer with first ticket for WAMS, Wilmington. Chance for advancement in 8-station radio-tv chain. No announcing required. Contact Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Production-Programming, Others

Needed: Top program director to program full time 250 watt station in medium size mid-west market. Must be good morning man, willing to spend up to 4 hours on air. An all-around radio man will have permanent position in wonderful family town. Send tape, date willing to start and complete references to Box 959G, BROADCASTING.

Attention: Newsmen looking for a news gathering-airing opportunity. Local station, medium size market, in midwest needs news director capable of gathering news on phone. Local news is what we want. We are located in an ideal city to raise a family. Send full details and tape, care Box 112H, BROADCASTING.

Ohio station needs experienced pd who knows programming, local news, station promotion, commercial spot and program production. Send complete information re past experience, personal history, tape, photo and references. Material held confidential and will be returned. Box 182H, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Continuity writer at leading midwest radio and tv station. Better than average salary and working conditions. Ideal opportunity. Send resume and copy samples to Box 193H, BROADCASTING.

Outstanding local station, staff of 20, 50,000 metropolitan market needs program idea and production man. Ability to develop local programming and produce programs essential. Future, unlimited. Send complete background information, photo and tape, also experienced local news man. Box 199H, BROADCASTING.

Opening after January 1 for good newsman with good delivery. Must be able to report, write and air the news in one of midwest's best medium market radio tv newsrooms. 5 kw radio, full power vhf tv affiliated with NBC. Guaranteed income plan double time for holidays, etc. Send tape, picture and salary required. Box 207H, BROADCASTING.

Male or female copywriter. **Experience** unnecescary if talented and ambitious. **Fifty** to start. 39 hours. Write fully. WHIT, New Bern, N.C.

RADIO

Situations Wanted

Experienced young man, currently running vast highly successful and varied music production service blanketing entire broadcasting industry for large corporation. Seeking opportunity as music and program director with possibility of business affiliation. Wide national credits and proven commercial knowhow. Box 177H, BROADCASTING.

Management

Manager, presently **employed, 17 years experience as manager, commercial manager,** program director in top **markets. Also agency** and network experience. **Best references past employers.** Box 863G, BROADCASTING.

Manager or commercial manager. If you are 100% satisfied with your station revenue this advertisement will not appeal to you. However, if you know you are not getting the business that you should, then let's get together and discuss your market. Experienced. Box 152H, BROADCASTING.

Mr. Station Owner: Am seeking manager or sales manager position either radio or television. Presently successful manager radio operation. Highest references. Trippled present stations worth in 2½ years. Married (for 10 years), 35, family man. Seeking permanent opportunity. Fully trained all phases radio or television. 15 years experience. Strong on sales and ideas. Personable and hard working. Reply Box 164H, BROADCASTING.

Manager or commercial manager. Experienced in local, regional and national sales plus managerial capability acquired through actual experience. Interested in radio or television. References. Box 166H, BROADCASTING.

Program director, modern, record of wins with original ideas, reasonably priced to medium or large market station offering security and opportunity. Know group formats, hard worker, top ratings, nine years, stable, sober, good credit, references, family. Now in one of nation's top 50 markets. Box 170H, BROADCASTING.

Manager of NBC affiliate in 3-station market wants to relocate in south. Young man, 23, married, 5 years in radio. Young but stable. Minimum starting salary $125 per week. Box 174H, BROADCASTING.

Manager. Thoroughly experienced legman type manager. Good imagination and concept leading to good volume of business. Box 195H, BROADCASTING.

Small market manager or sales manager. South or southerners preferred. Box 197H, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

General manager just resigned looking to relocate. Strong, proven record, radio and tv. Well known to all agencies across the country. Excellent references. Box 206H, BROADCASTING.

Profitable investment in experienced manpower within your reach. I offer 13 years experience in all phases radio and tv management, sales and talent, including new stations. Five years active top echelon management, four years network talent, proven sales record. Labor relations, production, film, sales, merchandising. Leaving one of Industry's best-known operators January 1 for assistant or general manager post with aggressive station, radio or tv, in promising market anywhere. Full details and personal interview on request. Write or wire Box 208H, BROADCASTING.

Sales

Radio-tv sales executive, 10 years experience, desires position as national sales manager, New York-Philadelphia for multiple station group. Excellent references. Box 176H, BROADCASTING.

Assistant manager, now employed, desires greater opportunity in sales, sales experience limited due to present organization. Box 188H, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Negro deejay, fast patter, smooth production, handle controls, references, tape. Box 844G, BROADCASTING.

Girl-dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Eager, capable-production, publicity, promotions. Box 845G, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy. Box 847G, BROADCASTING.

Personality-dj; strong copy, sales, gimmicks. Cooperative, reliable. Operate board. 882G, BROADCASTING.

Staff announcer, strong on news. Light experience but well trained. Mature, college, broadcasting school. Go anywhere. Tape and resume on request. Box 106H, BROADCASTING.

DJ play-by-play sports and news. Available January 5. Prefer midwest or Florida, will consider elsewhere. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 142H, BROADCASTING.

Attention, progressive am and fm'ers—young budding dj-announcer looking for first job, just completed radio course, specializes in adult pop music programming, some jazz, little or no top 40. Will settle anywhere immediately. For tape, photo, resume, write Box 151H, BROADCASTING.

Announcer young, married, radio-tv 5 years, 3 years medium market. Desire to move up. Tape, photo, resume, references on request. Box 161H, BROADCASTING.

Ten years experience: AM and some tv and announcing, prefer far west. Box 163H, BROADCASTING.

Have top rating, will travel. Young, married deejay wishes relocation and pay raise. Currently with number 1 top 50 station in major southern market. Gimmicks, a specialty. Box 167H, BROADCASTING.

No gimmicks, just straight adult talk that is presently proving itself in Chicago. Want station in large market. Married and will travel. Box 169H, BROADCASTING.

Announcer—just breaking into game, needs experience. Graduate of Boston radio school. Box 175H, BROADCASTING.

Good country dj. 11 years in country music. 3 years country dj. Veteran, family, want permanency. Have third ticket. Box 179H, BROADCASTING.

Country and western and pop dj. Go anywhere. Tape and resume. Box 180H, BROADCASTING.

Announcer, first phone. Prefer no maintenance. Can do preventative, $80, no car. Box 181H, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Chicago newscaster-newsman. Top station experience. All phases: mobile unit, commentary. Desire metropolitan station. Solid writer, excellent delivery. Box 183H, BROADCASTING.

Experienced announcer, southwest, desires move east or midwest. Now in market over 500,000. Can hold larger. 1st phone. No maintenance. Family. References. Tape. Box 184H, BROADCASTING.

DJ, 4 years experience, good news, sports, music and copy. Desires Great Lakes region. Box 186H, BROADCASTING.

Goofed! Production-minded dj desires return to medium or metropolitan market immediately. Excellent ratings, musician, family, veteran. Prefer Balaban, Storz, McClendon. Consider all sharp organizations. Box 192H, BROADCASTING.

Relaxed, unique style. Perfect late or all nite. New, experienced. Box 201H, BROADCASTING.

South only — announcer-continuity writer. 10 years experience, 32, single, available immediately. Phone: Durham, N.C., 8-4786. Write Box 204H, BROADCASTING.

Contact us for announcers. Calumet Broadcasting, 618 Broadway, Gary, Indiana. Turner 5-3038.

Jack Wandell—Alaska's top radio personality—highest Hooper, Pulse rating in new state; available immediately, $100 per week minimum. 15 years experience, all phases of broadcasting: DJ, newscasting and editing, winner: Alaska Press Club Award, AP News Award. Married, temperate, an industrious 32. Work in city of 80,000 population minimum. Tape and references upon request. Contact: Jack Wandell, 707 Park Avenue, Mechanicville, New York.

Technical

First phone, experienced transmitter, control room, remotes and equipment construction. Box 130H, BROADCASTING.

Available now, first phone combo, have built stations. Experienced. Contact Grant at—phone 2622, Whitesburg, Kentucky.

Recent graduate desires career. Radio-television transmitter maintenance, etc. First phone, relocate. Keith, 304 So. Winnetka, Dallas, Texas.

Production-Programming, Others

Presently assistant manager, desire larger market. Some sales and airwork if desired. Can do play-by-play. Box 187H, BROADCASTING.

Newsman, prefer station desiring solid news, no fender-benders. Experience—radio news director, tv news editor, newspaper reporter. Calm, authoritative style. College degree, vet., 25, family. Member, SDX. Box 190H, BROADCASTING.

Newsman—competent reporter, writer, 7 years radio-newspaper experience, professional delivery, best references, college, car, working, interested radio and/or tv. Box 200H, BROADCASTING.

Special events, straight re-write or delicate twist to lightness. News announcer, reporter, interviewer and mc. Good references. Currently employed. Joe Coggins, 612 Elm St., Kearny, N.J., WYman 8-1698.

TELEVISION

Help Wanted

Sales

Salesman wanted. Excellent opportunity for experienced television time salesman. Send details **first letter to Sales Manager, WHCT, 555 Asylum St., Hartford, Conn.**

Announcer

Staff announcer radio and tv, New York state. Able to "hard sell" when necessary, operate as combination man on radio, handle some in-studio sports reporting. Box 171H, BROADCASTING.

Technical

Experienced chief engineer for midwest CBS station. Top salary. Excellent working conditions. Stock option plan. Administrative and construction experience essential. Personal interview a requisite. Include educational background, television commercial experience, past earnings, record and references. Box 120H, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

Technical

Well established mid-southern vhf station has excellent opening for licensed video engineer. Please send complete resume and recent photo. Box 172H, BROADCASTING.

Television transmitter engineer, first class license, operational and maintenance experience with RCA transmitter essential. Top salary to right man. Give full details of experience. Box 202H, BROADCASTING.

Televison transmitter supervisor to take charge of personnel, operations and maintenance of RCA TT25BL transmitter. Great Lakes location, start $125 per week. Write Box 203H, BROADCASTING, including complete qualifications.

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador, C.A.

Vacancy for television engineer. Permanent job, good climate. Would consider hard working radio engineer who wants to learn television. Send complete details including small snapshot to Manager, KSWS-TV, Roswell, New Mexico.

Production-Programming, Others

Creative director for expanding vhf. Experience in programming, film and continuity. Top level job. Will work with advertisers and salesmen in building programming for KCRG-TV, Cedar Rapids, Iowa. State salary requirements. Write Redd Gardner, General Manager.

Promotion assistant with some experience for KCRG-TV, Cedar Rapids, Iowa. State starting salary and background in reply. Unusual opportunity to really learn promotion and publicity work for stable person. Write Redd Gardner, General Manager.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Sales manager or general manager. It's too late to do anything about the business you lost in 1958 but how about 1959? A practical, experienced, well regarded broadcaster is available. Box 153H, BROADCASTING.

TV--station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily. Ted Weber, Parkway House, Philadelphia 30, Pa.

Sales

Midwest major market experience. Former farm editor. Versatile radio-tv background. Family man. Mature, not old. No hot-shot or high pressure artist. Prefer upper midwest. Box 102H, BROADCASTING.

Progressive television sales record, radio commercial management experience, educated, married. Box 196H, BROADCASTING.

Announcer

Newsman with professional skill. Refreshingly clear style. Will do radio and/or television. Network and local news background. Box 165H, BROADCASTING.

Technical

Qualified young man seeks position in engineering dept. Have first phone, will travel, available immediately. Box 210H, BROADCASTING.

Maintenance and control-room operation, first phone, excellent training, qualified young man desires position in tv broadcasting. Available immediately. Box 211H, BROADCASTING.

Prodaction-Programming, Others

Production manager: 8 years radio-tv; film, directing, announcing. Currently production manager small market tv. Married, 30, vet, grad. Will relocate anywhere. Box 185H, BROADCASTING.

FOR SALE

Stations

True: Top station in excellent area. $95,000 cash for quick sale. Own six acres city land, equipment and buildings. Good billing. 250 watt fulltime. Owners separating. Box 131H, BROADCASTING.

Central West Virginia 500 watt independent daytimer—can go 1 kilowatt. New equipment. Some real estate. 1957 gross $40,000, 1958 slightly less. Absentee ownership wants $55,000, third down, terms. Box 194H, BROADCASTING.

KCHS, Truth-or-Consequences, New Mexico at $48,000 this week. (We told you it would go down $1,000 per week.) Happy New Year KCHS, Box 351, Truth-or-Consequences, New Mexico.

Gulf south medium market stations (3), prices ranging $50,000 to $90,000, some terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

West Texas secondary market fulltimer. $77,000, 29% down, 10 years payout. Patt McDonald, Box 9322, Austin, Texas, GL 3-8080.

Arkansas single market 1 kw daytime. Making money. $75,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Top southern market 5kw fulltime. $225,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Southern metropolitan market fulltimer, $250,000 with 30% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Oklahoma single market 500 watts daytime. In the black. $60,000. 29% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Carolina small market stations (3), 29% down, total price $75,000 for each station. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Suburban New York monopoly market station, $200,000; northeast states small market stations, $115,000; $250,000; terms. Chapman Company, 1270 Avenue of Americas, New York, New York.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Rocky Mountain state large market, $500,000, terms; small market station, $80,000 terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Redding, California 250 w full time. For particulars write: Kal Lines, 1095 Market Street, San Francisco, California.

Equipment

Three 235 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. First class condition. $10,000. Ready for shipment in January. Write KCBQ, San Diego, California.

3 PT6-R rack-mount Magnecorders, in good operating condition, with remote control provisions. $275.00 per unit, or all three for $750.00. 1-C am frequency monitor complete with spare tubes for $100.00. One Stancil Hoffman M-5A minitape recorder, less batteries, in good working condition, for $75.00. Contact Ellis Feinstein, Chief Engineer, KMED, Medford, Ore.

Gertsch model fm-3 20-640 mc frequency meter. Excellent condition. Accuracy .001%. Contact Chief Engineer, KOAT-TV, Albuquerque, N. M.

Gates 52-C console and General Radio modulation monitor. KWRW, Guthrie, Oklahoma.

1—Western Electric directional antenna phase monitor, type 2A—$75.00, WHIO, Dayton, Ohio.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$299.00. Miratel, Inc., 1060 Dionne St., St. Paul, Minn.

1—Ampex 450C tape player, new condition, $550.00, 1—Audiomation console tape player, new, $450.00, Shrader Sound, Inc., 2803 M St., N.W., Wash. 7, D.C.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

WANTED TO BUY—(Cont'd)

Stations

For cash 5 kw low band television transmitter, air-cooled, good condition. Reply to Box 156H, BROADCASTING.

AM radio station low-band frequency, 1 kw or more of power covering one of the top U.S. 15 markets. Send full details, price, coverage, power and assets. All information will be held in strict confidence. Box 160H, BROADCASTING.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

RADIO

Help Wanted

Sales

MAJOR GROUP-MAJOR MARKET-MAJOR STATION

now at the top of market and soon to increase power tenfold and go fulltime needs salesman. Man selected must be "idea" man, strong on direct sales, but able to work closely with agencies. If you have experience and can move into five figure earnings with an attractive incentive plan write with full details to

WICE, Providence, Rhode Island

TELEVISION

Help Wanted

Sales

For Top Flight Salesman Only

We need 3 men willing to travel in protected territories. Each man should live within 200 miles of Atlanta, Chicago and Dallas. Our new TV and Radio properties are proven and offer a man a large earning potential. Liberal drawing account and commissions with a respected firm. Will only consider men with previous sales experience in TV or Radio. Write a full resume with references to Richard H. Ullman, Inc., 295 Delaware Ave., Buffalo 2, New York.

RADIO

Situations Wanted

Management

AVAILABLE

As General Manager of WNOR, Norfolk, Virginia, my ten year record speaks for itself.

1. ***Made a gross profit of over $800,000***
2. ***Increased the station's value ONE MILLION DOLLARS.***

Interested? **Let's talk**

Earl Harper, Madison 2-1930, 1000 Manchester

Announcer

HOME FROM SERVICE

Radio, TV announcer, experienced, college grad, 24, married, radio tv school grad, 6 years acting, professional athletics. Write for more info. Best offer gets me.

BOX 209H, BROADCASTING.

EMPLOYMENT SERVICE

A Specialized Service For

Managers **Commercial Managers**
Chief Engineers **Program Managers**

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

THE DYNAMIC CENTER OF
A GROWING AMERICA
WELCOME SOUTH BROTHER!
Offering Tremendous Opportunities
TO: TV Announcers, Engineers **RADIO** Announcers, Engineers
Immediate Openings Available
Write—Wire—Phone
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
JA 5-4841

Dollar

for

Dollar

you can't

beat a

classified ad

in getting

top-flight

personnel

FOR THE RECORD

Continued from Page 82

WSEB Sebring, Fla.—Granted mod. of cp to move ant.-trans. location 220 ft. north of present site (no change in address) and make changes in ground system; condition.

WRMT Rocky Mount, N.C.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KCBM Kansas City, Kan., to 3-31-59; KCEF Oklahoma City, Okla., to 4-28-59; WMFJ Daytona Beach, Fla., to 1-30-59.

Actions of Dec. 17

KLPM Minot, N.D.—Remote control permitted.

KD-5233 Boise Valley Bcstrs. Inc., Boise, Idaho—Granted license covering changes in licensed remote pickup station.

KNME-TV* Albuquerque, N.M.—Granted cp to change ERP to 11.2 kw vis., 5.62 kw aur., change trans. location, change type ant. and other equipment, and ant. height to 4,150 ft.

WKBN-TV Youngstown, Ohio—Granted extension of completion dates (main trans. and ant. and aux. ant.) to June 17, 1959.

Actions of Dec. 16

WIRY Plattsburg, N.Y.—Granted assignment of license to WIRY Inc.

KASO Minden, La.—Granted authority to operate temporarily from 6 a.m. to 7 p.m., Monday through Saturday, and 7 a.m. to 7 p.m. on Sundays, for period beginning Dec. 29, pending action on application for specified hours.

WBEC-FM Pittsfield, Mass.—Granted request for cancellation of license and deletion of call letters.

KBAM Longview, Wash.—Granted license covering change of frequency.

KVCK Wolf Point, Mont.—Granted license covering change in frequency.

WAUG-AM-FM Augusta, Ga.—Granted assignment of license to Garden City Bcstg. Co.

WCBT Roanoke Rapids, N.C.—Granted cp to install new trans. and operate trans. by remote control.

KOJM Havre, Mont.—Granted cp to install new trans.

KORE Eugene, Ore.—Granted cp to install new trans.

WDGY Minneapolis, Minn.—Granted mod. of cp to change type trans.

KYRO Potosi, Mo.—Granted mod. of cp to change type trans.

KOOD Honolulu, Hawaii—Granted extension of completion date to 6-30-59.

Actions of Dec. 15

Granted licenses for following am stations: WFLN Philadelphia, Pa.; WGRO Lake City, Fla.; WSTS Massena, N.Y.; WRWH Cleveland, Ga.; KIKK Bakersfield, Calif., and specify studio location and remote control point.

WAJR Morgantown, W.Va.—Granted license covering change of facilities, installation of DA-2 and new trans., and change ant.-trans. location.

WDEV Waterbury, Vt.—Granted license covering increase in daytime power, installation of new trans. and changes in daytime DA pattern.

KTRC Santa Fe, N.M.—Granted assignment of license to Radio de Santa Fe Inc.

WHMS Charleston, W.Va.—Granted assignment of license to Charleston Bcstg. Co.

WKRZ Oil City, Pa.—Granted authority to remain on air beginning Dec. 13 and ending Jan. 3, 1959, while WSAJ Grove City, Pa., is silent for Christmas recess.

WLVA-AM-TV Lynchburg, Va.—Granted transfer of control from **Champe C. Allen**, executrix of estate of Edward Allen, deceased, and **Philip P. Allen** (as family group) to Champe C. Allen, and Philip P. Allen (as family group).

WSBA York, Pa.—Granted license covering installation of new trans.

KTOK Oklahoma City, Okla.—Granted license covering installation of old main trans. as aux. trans. at main trans. site.

WOMC Detroit, Mich.—Granted mod. of cp to change type ant.; change ERP to 61 kw and ant. to 390 ft.

WOWE Allegan, Mich.—Granted mod. of cp to change type trans. and specify studio location and remote control point.

KXAR Hope, Ark.—Granted extension of authority to operate from sign-on 6 a.m. weekdays, 7 a.m. Sundays, to sign-off at 6:30 p.m., except for special events for period beginning Dec. 15 to Mar. 15, 1959.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on Dec. 23

Referred to Commission en banc petition of Globe Newspaper Co. for intervention in Boston, Mass., tv ch. 5 proceeding (WHDH Inc., et al.) in view of new and important policy questions presented by said pleading. By separate order cancelled oral argument previously set for Dec. 30 before chief hearing examiner.

By Commissioner Rosel H. Hyde on Dec. 19

Granted petition by American Broadcasting-Paramount Theatres Inc., for extension of time to Jan. 9, 1959, to reply to comments and oppositions filed by other parties in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M.

Dismissed petition by West Bend Bcstg. Co. (WBKV), West Bend, Wis., for additional time to prepare and submit petition to enlarge issues in proceeding on am applications of Russell G. Salter Inc., Dixon, Ill., et al.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted petition by Golden West Bcstrs. (KMPC), Los Angeles, Calif., for leave to intervene with reference to question of whether KMPC would receive objectionable interference from proposed operation of Gordon A. Rogers, Colton, Calif., in proceeding on latter's am application, et al. Action Dec. 19.

On request of WHDH Inc., Boston, Mass., scheduled oral argument on petition of Globe Newspaper Co. for intervention in Boston, Mass., ch. 5 proceeding, and oppositions thereto, at 2 p.m., Dec. 30. Action Dec. 22.

Dismissed as moot petitions of Broadcast Bureau and James E. Walley, Oroville, Calif., for dismissal of application of Oroville Bcstrs. (KMOR), Oroville, Calif., for renewal of license and for amendment to issues. Action Dec. 22.

By Hearing Examiner Isadore A. Honig on Dec. 19

Issued order following prehearing conference in proceeding on am applications of Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and John Laurino, Scotland Neck, N.C.; continued hearing from Jan. 9 to Feb. 17, 1959.

By Hearing Examiner Charles J. Frederick on Dec. 19

Continued without date hearing now scheduled for Dec. 22 in proceeding on application of Supreme Bcstg. Co., New Orleans, La., for mod. of cp for experimental tv station, pending action by Supreme on recent proposal of FCC.

By Hearing Examiner Millard F. French on Dec. 19

Continued further prehearing conference from Dec. 30 to 2 p.m., Jan. 21, 1959, in proceeding on am applications of Northwest Bcstrs. Inc., Bellevue, and Rev. Haldane James Duff, Seattle, both Washington.

Granted petition by The Riverside Church in City of New York, N.Y., for extension of time for filing proposed findings of fact and conclusions and reply findings to Dec. 31 and Jan. 15, 1959, respectively, in proceeding on fm applications of Riverside and Huntington-Montauk Bcstg. Co., Huntington, N.Y.

By Hearing Examiner Elizabeth C. Smith on Dec. 16

Granted petition by Broadcast Bureau for extension of time to file pleadings in response to petition by James E. Walley, Oroville, Calif., to dismiss application of Oroville Bcstrs. for renewal of license of KMOR Oroville, or to modify issues in am proceeding; extended time for filing such replies from Dec. 15 to 10 days from date of Commission action on petition to be filed shortly by Broadcast Bureau to dismiss Oroville application; continued hearing from Jan. 7, 1959, to date to be fixed subsequent to date of action on petitions to dismiss.

By Hearing Examiner Horace Stern on Dec. 15

Scheduled prehearing conference for 11 a.m., Jan. 5, 1959, in Boston, Mass., ch. 5, proceeding (WHDH Inc., et al.).

By Chief Hearing Examiner James D. Cunningham on Dec. 18

Dismissed with prejudice for failure to prosecute application of Oroville Bcstrs. (KMOR), Oroville, Calif., for renewal of license, and retained in hearing status am application of James E. Walley, Oroville.

By Hearing Examiner Forest L. McClenning on Dec. 18

Denied motion by Sierra Madre Bcstg. Co., Sierra Madre, Calif., for continuance of procedural dates, and on examiner's own motion continued to Jan. 22, Feb. 2 and Feb. 10, 1959, respectively, dates for exchange of direct cases on engineering issues, for exchange of direct cases on non-engineering issues, and for further prehearing conference in proceeding on fm applications of Sierra and Falcon Bcstg. Co., Vernon, Calif.

By Hearing Examiner Elizabeth C. Smith on Dec. 18

Denied motion by Patrick H. Peabody (KSJO), San Jose, and Joseph Gamble Stations Inc. (KWIP), Merced, both California, for conference with respect to correction of transcript of hearing and for extension of time to file corrections in proceeding on am application of Bay Area Electronic Associates, Santa Rosa, Calif., except insofar as relief requested is consistent with further order in proceeding, without prejudice to renewal of request for conference in event it is not possible to resolve differences, if any, in corrections requested in such motions to correct transcript; extended to Jan. 15 time for filing motions to correct transcript and to Feb. 9, 1959, for filing proposed findings and conclusions.

By Commissioner Rosel H. Hyde on Dec. 17

Granted petition by Standard Bcstg. Corp. for extension of time to Jan. 12, 1959, to file opposition to petition by Clifford C. Harris to enlarge issues in proceeding on their applications for am facilities in Oswego, N.Y.

By Hearing Examiner Jay A. Kyle on Dec. 17

Rescheduled for Jan. 8, 1959, hearing now scheduled for Dec. 19 in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7.

By Hearing Examiner Basil P. Cooper on Dec. 17

Scheduled prehearing conference for Jan. 6, 1959, in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kan.

By Hearing Examiner Isadore A. Honig on Dec. 17

Adjourned hearing until Jan. 19, 1959, at which time taking of testimony will be resumed in proceeding on applications of Standard Bcstg. Corp. and Clifford C. Harris for am facilities in Oswego, N.Y.

By Hearing Examiner Annie Neal Huntting on Dec. 17

Continued without date prehearing conference and hearing in proceeding on am application of The Four States Bcstg. Co., Halfway, Md., et al., pending action by Commission on applications which are entitled to be consolidated in this proceeding.

Granted petition by Regional Bcstg. Co., Halfway, Md., for leave to amend its am application so as to make changes in information furnished in Sec. II of its application.

By Hearing Examiner Millard F. French on Dec. 16

Granted request of University Advertising Co., Highland Park, Tex., for extension of time to Jan. 16, 1959, for exchange of engineering exhibits in final form in proceeding on its am application and that of The Henderson County Bcstg. Co. (KBUD), Athens, Tex.

By Commissioner Rosel H. Hyde on Dec. 16

Granted petition by Town and Country Radio Inc., Rockford, Ill., for extension of time to Dec. 22 and Jan. 12, 1959, respectively, to file exceptions and replies in proceeding on its am application.

Granted petition by Gordon A. Rogers, Colton, Calif., for extension of time to Dec. 19 to file oppositions to petition by Cannon System Ltd. (KIEV), Glendale, Calif., to enlarge issues in proceeding on their am applications, et al.

By Chief Hearing Examiner James D. Cunningham on Dec. 16

Denied petition by Oklahoma Television Corp. for leave to intervene in proceeding on application of Supreme Broadcasting Co., New Orleans, La., for mod. of cp for experimental tv broadcast station.

By Hearing Examiner Thomas H. Donahue on Dec. 17

Continued hearing scheduled for Dec. 19, scheduled prehearing conference for Jan. 6, 1959, at which time hearing date will be established in proceeding on am applications of Gralla and Gralla, Tujunga, Calif., et al.

By Hearing Examiner Millard F. French on Dec. 16

Continued hearing from 9 a.m., Dec. 18, to 9 a.m., Jan. 14, 1959, in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp. for its standard broadcast station at San Mateo, Calif.

By Hearing Examiner Elizabeth C. Smith on Dec. 17

Scheduled oral argument immediately preceding hearing scheduled for Jan. 12 petition by Farmington Bcstg. Co., for leave to amend its application for new tv station to operate on ch. 12 in Farmington, N.M.

By Hearing Examiner J.D. Bond on Dec. 16

Granted motion by WGN Inc., to advance from 10 a.m. to 9 a.m., Dec. 22 further hearing on am applications of Capitol Bcstg. Co., East Lansing, Mich., and W.A. Pomeroy, Tawas City-East Tawas, Mich.

By Hearing Examiner Herbert Sharfman on dates shown

Scheduled prehearing conference for Jan. 12, 1959, on applications of Tomah-Mauston Bcstg. Co. (WTMB), Tomah, Wis. Action Dec. 15.

Further continued hearing from Dec. 22 to Jan. 20, 1959, in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10) for renewal of license and Livesay Bcstg. Co., for new tv station to operate on ch. 10, both Terre Haute, Ind. Action Dec. 16.

By Hearing Examiner Basil P. Cooper on Dec. 16

Granted motion by Hall Bcstg. Co. to extent that written affirmative showing by this applicant for fm facilities in Los Angeles, Calif., and Richard C. Simonton will be exchanged by parties by Jan. 22, 1959, and evidentiary hearing will be on Feb. 2, 1959.

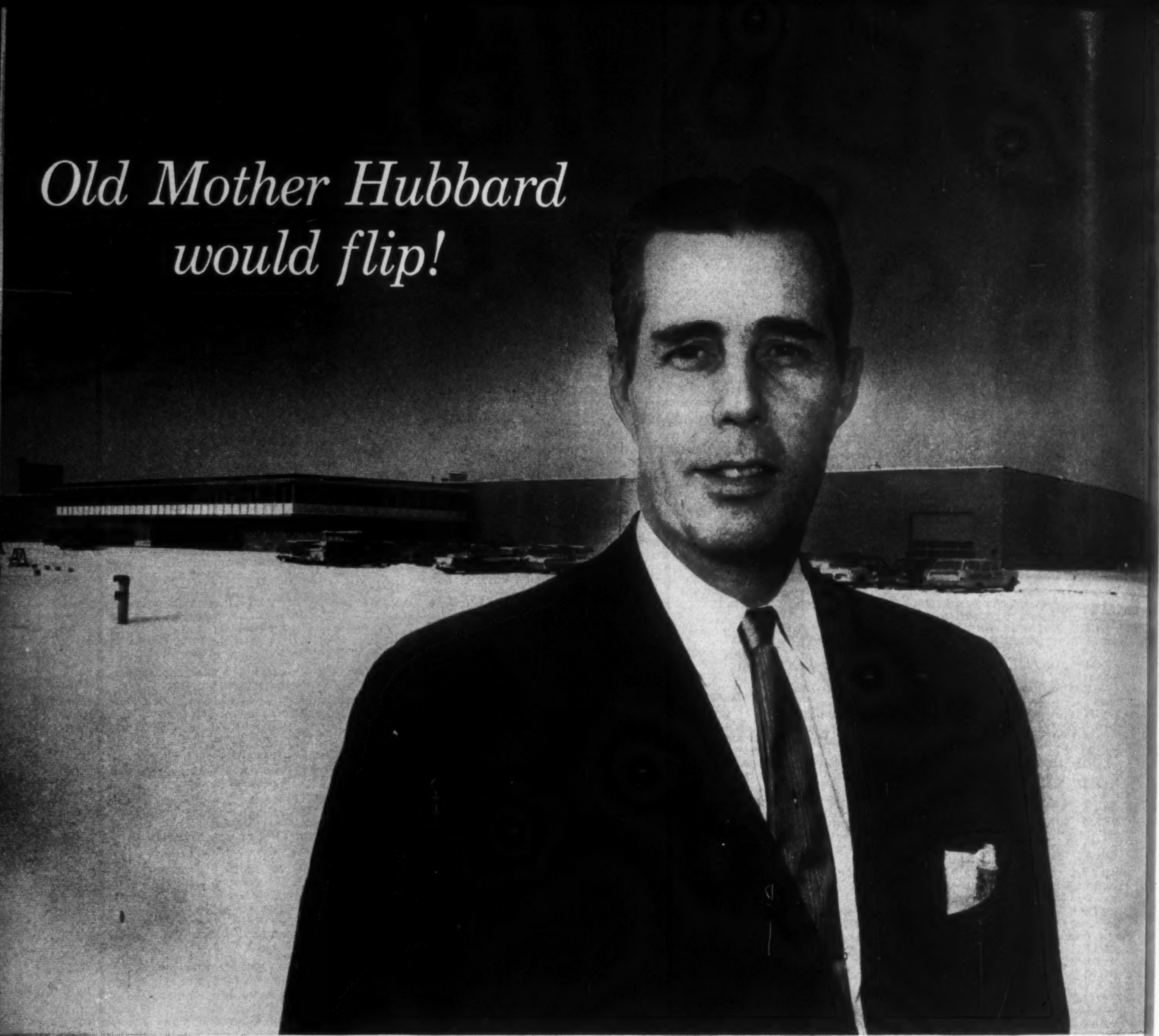
By Hearing Examiner Charles J. Frederick on Dec. 16

Hearing scheduled for Dec. 19 on application of Supreme Bcstg. Co. (ch. 12), New Orleans, La., for mod. of cp for experimental tv station, is rescheduled for Dec. 22.

License Renewals

Following stations were granted renewal of license: WRCO Richland Center, Wis.; WDWS-FM Champaign, Ill.; WTKM Hartford, Wis.; KGHI Little Rock, Ark.; KPBA Pine Bluff, Ark.; KVLC Little Rock, Ark.; KXLR North Little Rock, Ark.; KBLO Hot Springs, Ark.

Old Mother Hubbard would flip!



That little old cupboard dilemma of Ma's was nothing, really.

Consider Joe Foy, now. He's General Manager of Spartan Stores, Inc., of Grand Rapids. Behind him is his new 310,000 square foot warehouse. When this picture was taken, all those acres and acres of cupboard had yet to be filled.

Yet, once that's done, Joe's job is just barely started. He's got to turn right around and proceed to empty it — and then fill it again and empty it again — umpteen times a year, and do it year after year.

But, whereas Dame Hubbard contemplated her project with knitted brow, Joe approaches his eagerly and with confidence. In the twelve years he's been boss at Spartan, volume has increased 1,000%. It now grosses more than 60 million dollars a year. In all, Joe serves more than 500 stores all over Michigan.

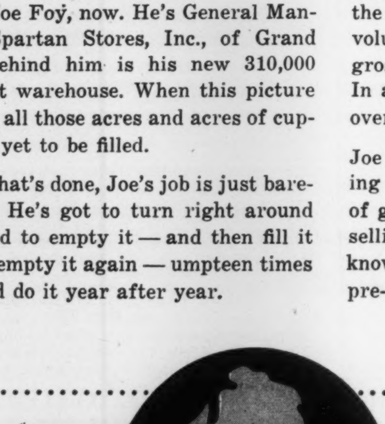
Joe is a modern grocery merchandiser, using modern techniques. He says, "The sale of grocery products requires effective pre-selling in top-notch advertising media. We know WOOD and WOOD-TV can do this pre-selling job competently."

Your sales manager knows the importance of distribution in WOODland. Make certain that distribution is followed by sales. Keep a schedule on WOOD and/or WOOD-TV. Wherever you are, there is a Katz man to help you get it.

WOOD-TV is first—morning, noon, night, Monday through Sunday November '58 ARB Grand Rapids

WOOD-AM is first—morning, noon, night, Monday through Sunday-April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

MONDAY MEMO

from **L. R. McINTOSH,** *executive vice president, Grant Adv., Detroit*

People & Profits: One point of view

A tall man and his short companion were Sunday-strolling along New York's Fifth Ave. when the bells of St. Patrick's Cathedral began to toll.

"Listen to those beautiful bells," the tall man said.

"What's that you say?" his friend asked, straining for the words.

"I said, aren't those bells magnificent," repeated Mr. Tall.

"I can't hear a word you're saying," said Mr. Small in disgust, "those damn bells are making so much noise."

Moral: It's all in your point of view.

For our purposes here, shift that scene from Fifth to Madison; make our strolling companions an average client and a typical agency executive (which one is which depends on *your* point of view); and imagine their conversation runs something like this:

"Damn your costs," says the client over the clamor. "More service!"

"Damn costs make me nervous, too," replies the distracted agency man.

And so it goes.

From the client's point of view, more services are required from the agency. From the agency's point of view, additional services inevitably mean higher costs.

Don't misunderstand me. We, like all progressive agencies, always have and always will continue to expand all services to all clients. By offering more and better services to clients, agency income increases and nobody wants to argue with income.

At the same time, however, net profit often can decrease.

It's just another example of today's high cost of doing business. Ask any retailer how he feels about high sales volume as opposed to high profit margin in today's market. He's found out the same thing: Additional sales can mean additional costs out of proportion to potential net profit.

What's the answer?

Because clients need the service, and because agencies want to give the needed services, there's got to be one. From my point of view, here's what it is: Get the most output from the best people.

In other words, increase efficiency and productivity through careful planning, hiring, training and promoting, eliminating waste motion and unnecessary (and costly) effort.

I'll illustrate what I mean with an example of a television department.

Ten years ago, converted radio writers were creating commercial scripts for television. In some cases, even print copywriters were switched to the new medium. A similar situation prevailed in the production end. Movie or stage producers took over tv production jobs for agencies. As for the writers, they were unfamiliar with the new medium, although they did know the basic precepts of advertising. Many of the producers were familiar with neither the medium nor the advertising principles. Those were the people who planned, wrote and produced early tv commercials.

The third member of the team was the media man. Accustomed to space or radio time buying, he found himself in an altogether strange and unknown world where infant market statistics and ratings only served to confuse him more.

But now, 10 years later, clients and agencies both have become more knowledgeable, more scientific and professional, in their approach to television. Clients often are as much concerned with sponsor identification as they are with audience ratings. They consider the merchandising benefits of a television program right along with its national, regional or local advertising potential. They pick markets and individual stations (or want them picked) with engineering accuracy, based on research and survey.

All these demands call for a new breed of man in the television area of agency service.

Creative writers, producers, merchandisers, media men, public relations practitioners—all these are involved intimately in today's television advertising. They must be experts in the field where there are few experts, seers in a medium where few can predict what the future holds.

Such men rarely are found within television departments which "just grew" out of print, radio, stage and movies. Yet many television departments did "just grow" and as a result are making do by substituting quantity for quality. In such situations the seeds of spiraling costs take root and flourish.

Uprooting such seeds is the biggest job today's advertising executive faces.

To maintain profits and still provide (and improve) services, individuals in advertising agencies must work at top efficiency, whether writers, producers, account executives, artists, space-time buyers, or secretaries.

Perhaps this sounds too simple. It isn't.

There are all too few of this new breed of talented, productive men to go around—particularly in the television field. Agencies compete for them. Networks compete for them. Production organizations compete for them.

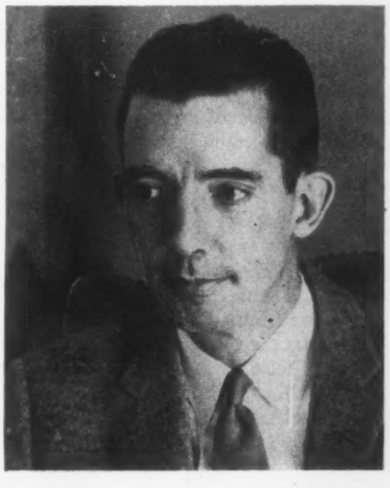
Of course, the law of supply and demand says the situation will balance itself with time. More and better men will enter the field. But in the meantime, every agency will be competing for their services, and sometimes paying a big price to get them.

At the same time, agencies will be training and developing new talent within its own ranks—selecting, promoting and, inevitably, culling.

The next few years will be far from easy ones, but the rewards will be high. Agencies will pay the price, but they will improve service to clients. They will grow and prosper. They will maintain the rate of profit necessary for innovation, expansion and experimentation.

That's one man's point of view.

Lawrence Robert McIntosh, b. Feb. 6, 1918, Olympia, Wash. B.A. journalism-business administration, U. of Washington, 1939. Flew 40 combat bomber missions in Pacific in World War II. Joined National Adv., Seattle, in 1947, later merchandising director-account exec. To Grant Adv., N. Y., 1951, as vp in charge international div. In 1952 became assistant to president, also serving as Chicago account exec. on newly acquired Dodge Div. account. Switched to Detroit October 1954 as account supervisor, becoming mgr. of domestic operations Sept. 1, 1957. Married to former Wilma Polzin, Port Angeles, Wash. They have three daughters: Bonnie Kay, 13; Kathryn Ann, 9, and Laurie, 3.



People and Papers

THE major New York newspapers were taking their lumps last week, and to those contributed by the deliverymen's strike was one added by a special survey conducted by Trendex for the John Blair radio and television station representation companies.

This study, detailed elsewhere in this issue, showed people going along surprisingly well despite the strike-enforced absence of some of the features which are the heart of a newspaper—including its chief product, the news itself. Of the almost 60% who said they were inconvenienced in some way by the strike, only 16%—or 9.5% of the 1,000 interviewed—specifically said they "miss the news," although lesser percentages referred to missing special features, financial news and the like, including some who "miss it all." Almost 36% said they were not inconvenienced at all by the strike.

The importance of newspaper advertising to the reader would seem also to have been overplayed, in the light of these findings. They show that 19.6% of those "inconvenienced," or 11.6% of all surveyed, reported that they "miss advertisements of sales." Other reasons for feeling inconvenience included such diverse factors as strike is "holding back business," "children miss it," "need papers for school," "don't know what's going on," and "can't sit and relax without newspaper," among others.

Of three specific international stories that broke after the strike began, and about which the interviewees were questioned, 53.8% of those who had heard about them said they got the word from television, 52.4% from radio, the rest from suburban or other non-struck newspapers or other places. The number who had heard of the three events, despite the absence of major dailies, ranged from 77.2% in the case of the new American satellite to 59.5% regarding the fire in the Bogata, Colombia, department store, and 47.5% in the case of Mao Tse Tung stepping down as premier of Red China.

The lesson in all this is not that newspapers are not important, for they are, but rather that perhaps advertisers have been oversold on some of their strong points. To put it another way, while television and radio have their weaknesses—which newspapers play up and exaggerate at every chance—it is obvious that newspapers have theirs too. The Blair stations are to be congratulated for grasping the opportunity to point this up. If they had wished to do so, they could have done it with the eye-gouging type of attack that newspapers are accustomed to make. They are to be commended, too, for their restraint in not doing so.

The Bigger Picture

THERE are far graver implications to the newspaper strike than advertising gains or readership studies. No matter what the survey results no balanced person will question the vital role the newspaper plays in our national economy.

Add to the New York newspaper stoppage the strikes that have crippled two major airlines during their peak season. Transportation over a wide area and newspapers in the world's first market are out of business because of the actions of unions on grounds that to many people appear flimsy and unrealistic.

Labor obviously is feeling its oats after the overwhelming victories last month. Unions had the tax-free money to spend whereas industry can make no tax-free contributions to political candidates.

There are dire forebodings of other strikes between now and the 1960 Presidential elections. Indeed the election may be pitched on the labor versus capital issue.

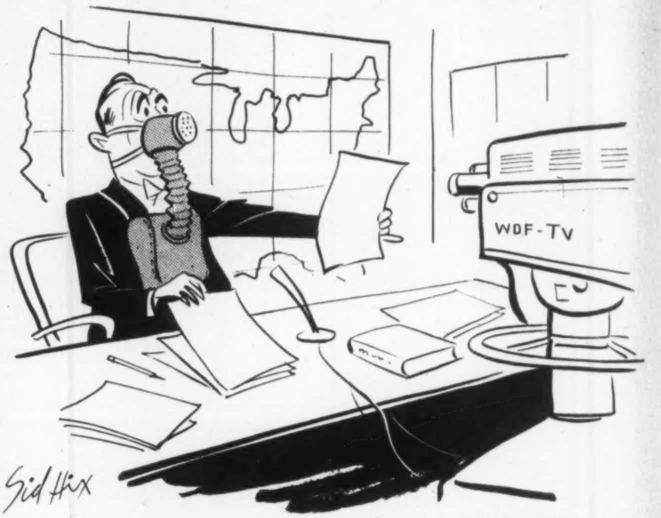
Bureaucratic Backfire

THE Internal Revenue Service may have displayed more zeal than sagacity in reversing a co-op advertising tax policy that has prevailed for a third of a century. The bureau has adamantly decided to apply manufacturers' excise taxes to money spent by retail dealers in advertising the manufacturers' products in local media.

On the surface a 10% tax, for example, on a $5 advertising allowance to a local sales outlet amounts to only 50 cents. But a manufacturer allowing a million dollars for co-op advertising isn't likely to pass over lightly an addition of $100,000 in new taxes to his advertising bill.

Since there is no administrative remedy, the Federal Excise Tax Council, representing taxpayers-advertisers, has wisely decided to ask Congress for a quick hearing. It hopes to place the industry case before the House Ways & Means Committee prior to the Feb. 1 effective date of the new order.

The council is aware of the possible curtailment of the $2 billion spent annually in co-op advertising ($400 million in tv-radio), knowing that a cutback in advertising can mean dwindling retail sales of merchandise. Advertising makes sales; sales make taxes. The formula is worthy of more careful study as well as an impartial hearing—democratic devices which apparently were slighted by the tax officials in their sudden reversal of a policy that has prevailed since 1924.



Drawn for BROADCASTING by Sid Hix

"Now, a report on how our team fared in the New Year's Day Bowl . . ."

Nightmare of '58

ANY way you look at it, 1958 was not a banner year for broadcasters. Economically, they did not fare too badly, in contrast to what happened in other media. From the regulatory standpoint, 1958 was another year-long nightmare.

Whereas the print media took it on the chin dollarwise, the broadcast media took it from Congress, the FCC, the courts, the Dept. of Justice and, to no one's surprise, the print media.

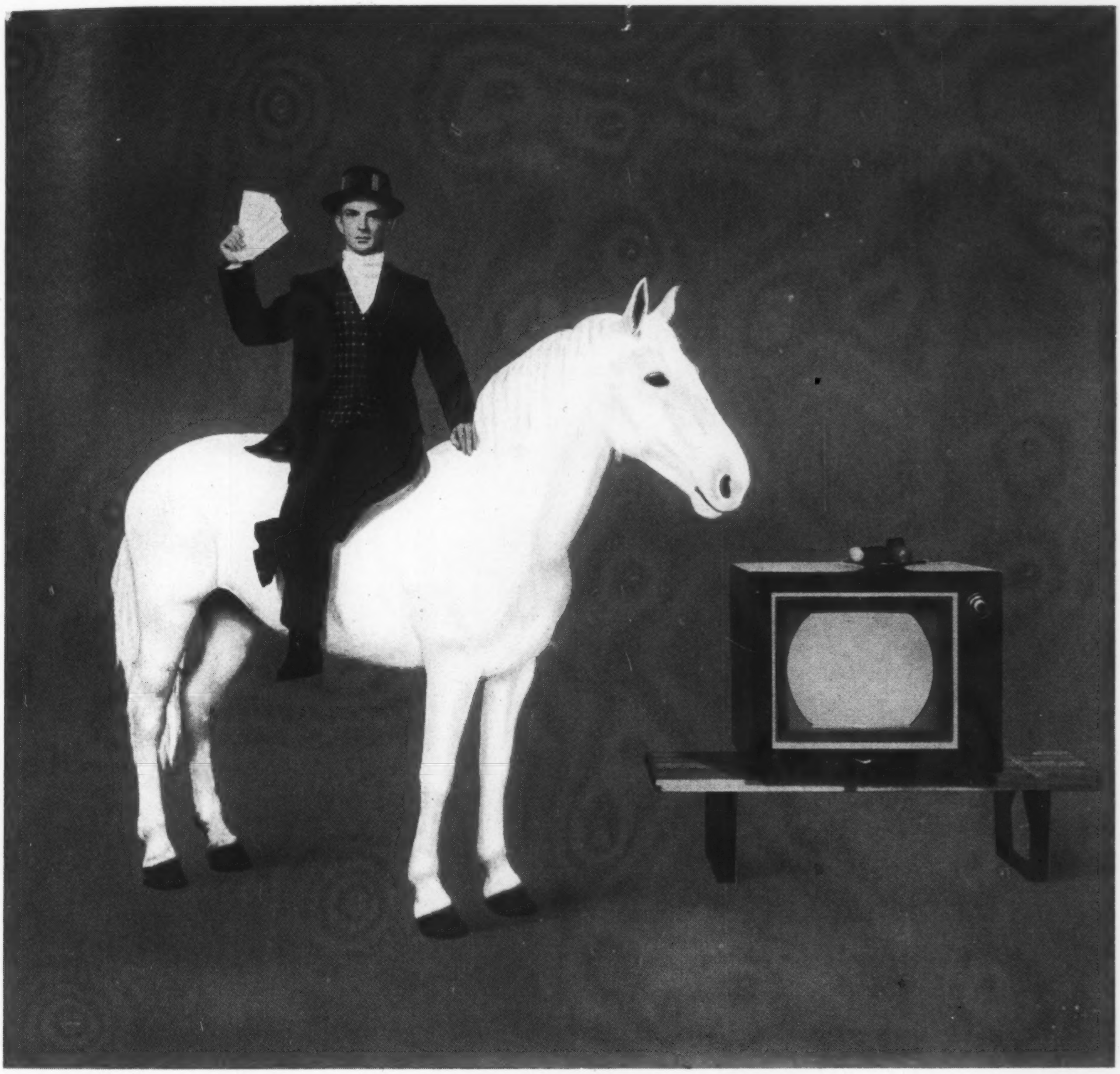
The newspapers and magazines, in the tradition of the "free press" were unmolested by government, except for the increase in second class rates. The print media are not licensed. Broadcasting is. The fact that both are journalistic media entitled to the same freedom from censorship and the same guarantees under the First Amendment seems to concern no one but the broadcasters.

So the new year will dawn with a new Congress and with probably no discernible change in the punitive approach to broadcasting as "licensed" media. The politicians will rave and rant about programming and allocations and ratings and commercials. They will propose codes to root out influence peddling (in which area they have always been the worst offenders) and they will want to reorganize the FCC. All this because television is big and important and effective. And it is sure-fire headline stuff.

It is too much to expect 1959 to be the year in which broadcasting will be rescued from over-regulation. The first task is to demolish the "licensed medium" intrigue. Stations are licensed because there must be an orderly system of allocation, not because of programming. The license is part of the traffic control system. It was meant to be nothing more.

Politicians will harass broadcasting as long as broadcasting does not fight back. Politicians will respect broadcasters when they assert their rights—as newspapers are respected because of their editorials. The answer is in editorializing. Here, the FCC first must retract its arbitrary edict that stations must "affirmatively" seek out opposing viewpoints to its editorializing. If the FCC isn't persuaded, then the recourse is to the courts.

Responsible broadcasters are venturing into editorializing. The NAB has a committee on it. This is the fundamental fight for freedom. It is to be hoped that real progress can be made in the new year. Meanwhile broadcasters will have to keep their guards up. Freedom never is won easily.



Let KPRC-TV carry you smoothly through a Houston sales campaign

A splendid gesture to your customers—
KPRC-TV, Houston. It's such light
and pleasant viewing!
How is your New Year's schedule?

Channel 2
KPRC-TV
Houston, Texas
KPRC-TV

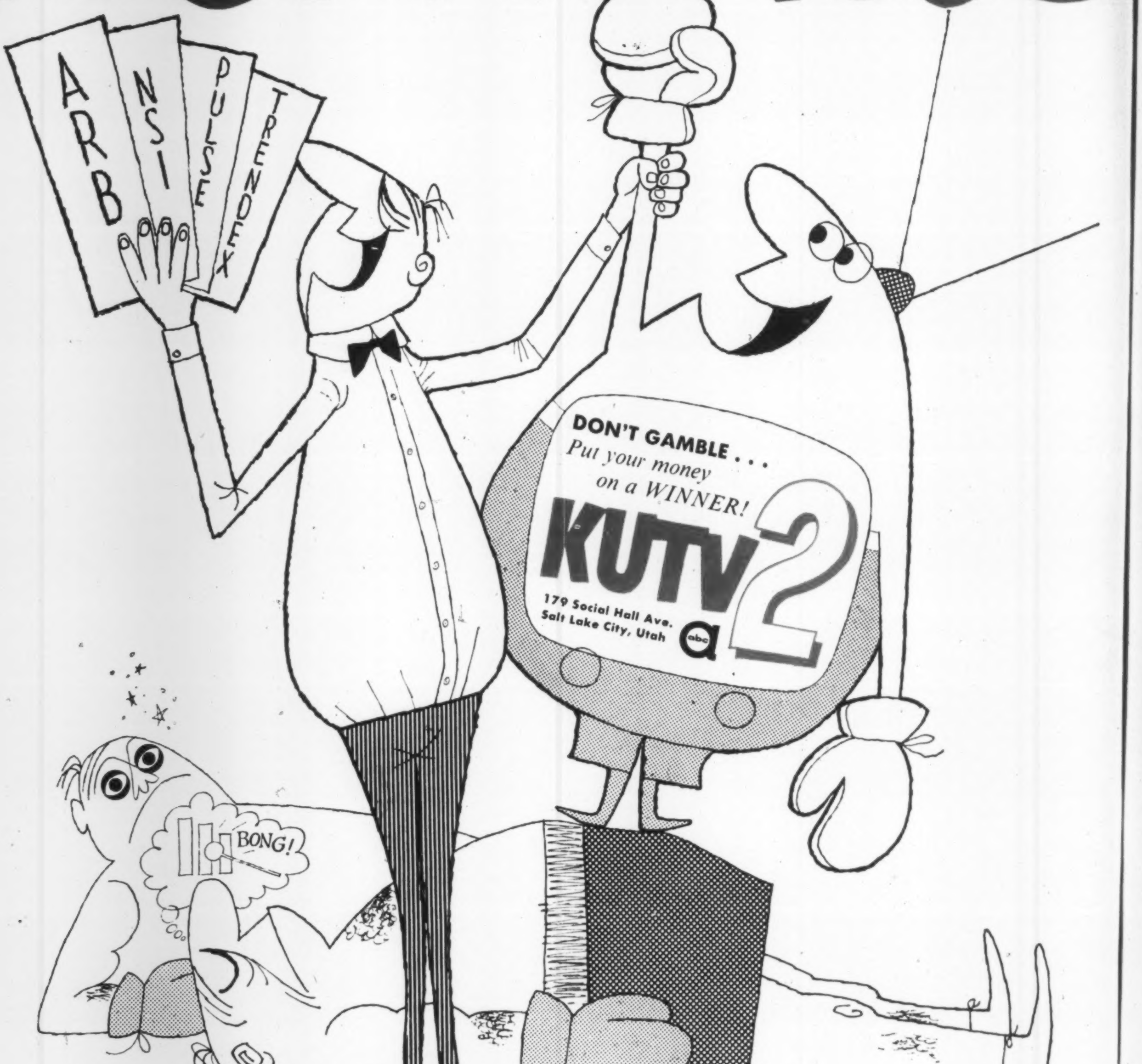
The Channel 2 insignia at each station break insures uniform quality and successful sales.

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives

IN SALT LAKE
It's UNANIMOUS


A R B
N S I
PULSE
TRENDEX
DON'T GAMBLE . . .
Put your money on a WINNER!
KUTV 2
179 Social Hall Ave.
Salt Lake City, Utah
abc
BONG!

Rating Service	KUTV-2	2nd Sta.	3rd Sta.	Other	Explanation
A.R.B.*	42.0%	31.3%	28.5%	0.6%	Based on ARB dated Oct. 15, - Nov. 11, 1958, share of audience, sign-on to sign-off Sunday through Saturday, 4 week average.
Nielsen	38%	33%	28%	1%	Based on NSI, dated Oct. 12, - Nov. 8, 1958, 6 a.m. to Midnight, Sunday through Saturday, share of homes, 4 week average.
Pulse	37%	32%	31%	—0—	Based on Pulse, dated October, 1958, share of audience, sign-on to sign-off Sunday through Saturday.
Trendex	39.7%	31.3%	28.7%	0.3%	Based on Trendex, dated October, 1958, share of audience, sign-on to sign-off Sunday through Saturday.

*In the vast Salt Lake Intermountain Market, KUTV-2 has maintained its strong number one position for over three years in 7 ARB reports, the only survey subsc to and ordered by all three TV stations in this market during the period.

Call: Brent Kirk, Station Mgr. and General Sales Mgr.; Robert Smith, Nat'l Sales Mgr.; Keith Nicholson, Promotion Mgr.: Represented Nationally by Avery-Knodel